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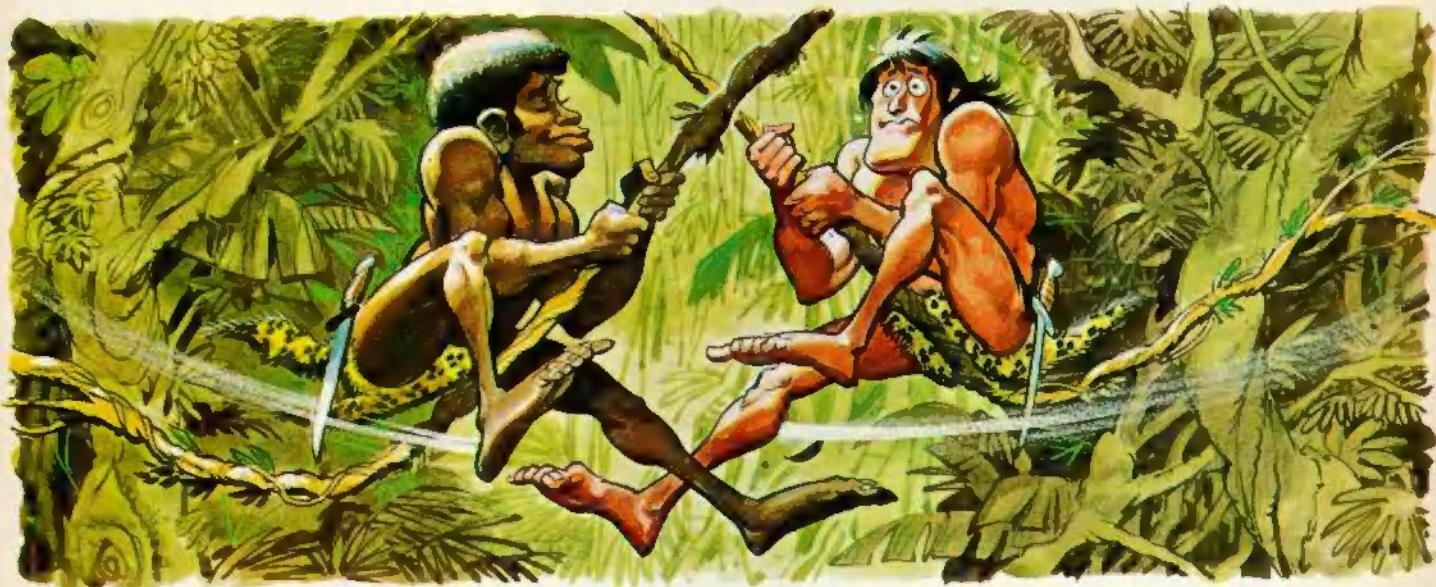
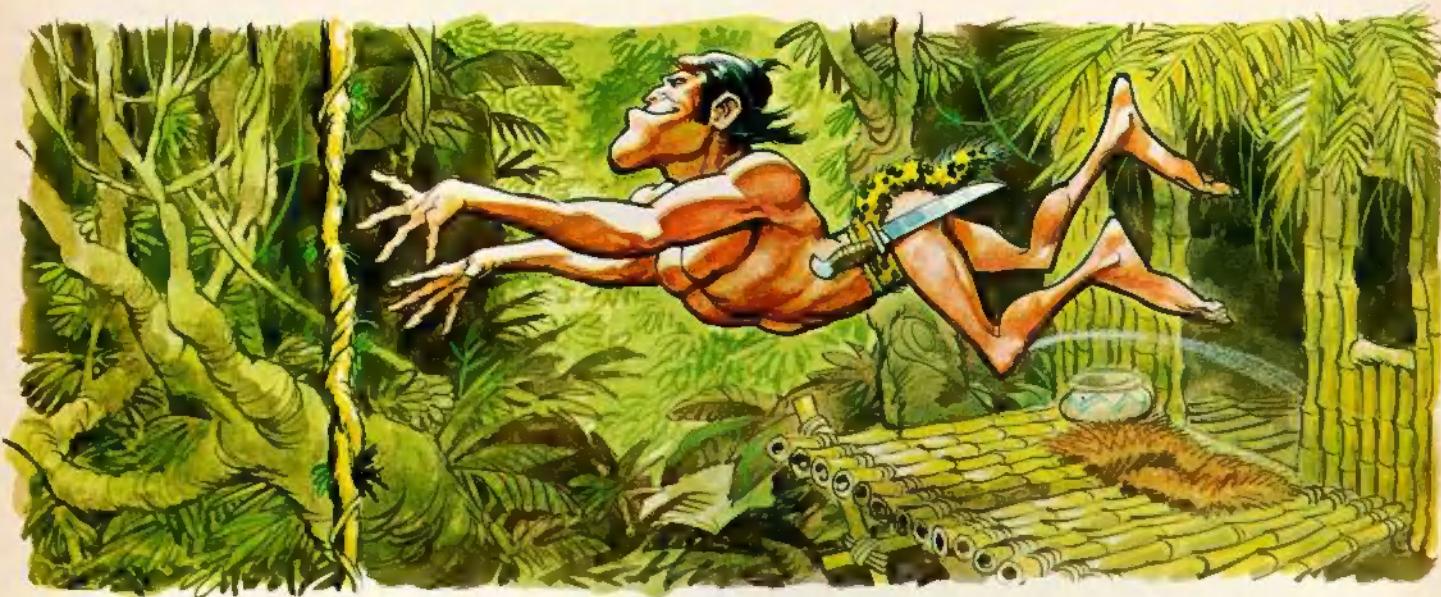


Norman Mingo

IN THIS ISSUE WE BUST...

**"THE NEW
CENTURIONS"**

A MOVING JUNGLE TALE



WRITER: DON EDWING ARTIST: JACK DAVIS



MAD

"More diets begin in clothing stores than in doctors' offices!"
—Alfred E. Neuman

WILLIAM M. GAINES publisher

ALBERT B. FELDSTEIN editor

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 GLORIA ORLANDO, CELIA MORELLI, JOAN ZECCA,
 CURTIS ANDERSON, DAVID FRAZIER subscriptions
 CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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A MAD
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WHEN ALL
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PICTURE PUZZLE

Yep, it's a real puzzle to us why this full-color picture of Alfred E. Neuman, MAD's "What-Me Worry?" kid—which is suitable for framing (or at least training puppies)—doesn't sell! So why not give us "piece" of mind! Order now! Send 25¢ for 1, 50¢ for 3, \$1.00 for 9, \$2.00 for 27 or \$4.00 for 81 to: MAD, 485 MADison Avenue, New York, N.Y. 10022



LETTERS DEPT.



ANTENNA ON THE ROOF

When I saw the cover on your "Antenna On The Roof" issue, I snatched it up, ready for a fantastic take-off on "Fiddler". Instead I got a lecture on the money-mindedness of middle class America. I think Frank Jacobs could have done much better if he had kept the story in Anetevka.

Jane Rosinski
Bethesda, Md.

Felicitations! Felicitations! Felicitations! I loved your spoof on "Fiddler On The Roof", although I enjoyed the movie, too. You racked 100 with my Mom on your "Christmas Hate Book", and the rest of the magazine was, as usual, psyched-out!

Sarah Mercier
Shreveport, La.

I thought the movie was good, but your satire was true-to-life, describing the way a lot of people live. Congratulations to the two "goofs" who wrote and illustrated it, Frank Jacobs and Mort Drucker!

Doris Dombi
Coraopolis, Pa.

"Antenna On The Roof" was really up there! Congratulations on a fine job.

Skip Fischer
Philadelphia, Pa.

VIRGINIA'S LETTER ANSWERED

I thought your "If Today's Celebrities Answered Virginia's Letter About Santa Claus" was fantastic! Especially the one from Joe Namath. If you can get in touch with Joe, tell him that he can lay those goodies on me anytime!

Patti Kimmerly
N. Creek, N.Y.

PROFITABLE FOOTBALL NEWS

I noticed in your "PROfitable FOOTBALL NEWS" you refused to recognize Canada. Is it our fault we play a better, more exciting game than your money-hungry meat-eaters?

Bill Rowlands
Ottawa, Ont.
Canada

MAD LOOK AT SERVICE STATIONS

As I sat in the local gas station awaiting my car to be fixed, I read "A MAD Look At Service Stations", and cracked-up. So did the guy behind me in line . . . right into the rear of my car.

Jennifer Baines
Westfield, N.J.

"CLODUMBO"

Credit Lou Silverstone with the pursuit and capture of TV's "defective" detective. Along with his apprehension of "COLUMBO", he also caught the incriminating, not-so-dumb, dum-dum dialogue which makes me a captive audience to the show. Please, another immediate assignment for super-sleuth Silverstone!

Molly Rosenkampff
Ardsley, N.Y.

Lou Silverstone really did the trick! Catching "Columbo's" unique speech pattern in his brilliant satire was a triumph. You can just about see Peter Falk in character, if you close your eyes while reading the MAD version. Come to think of it, that's a pretty good trick in itself.

Frank Judge
Grosse Pointe Park,
Mich.

Even though Peter Falk is a cuddly, lovable slob of a cop, I enjoyed the subtlety of his totally annoying qualities. Fantastically funny farce.

Pat Zappa
N. Hollywood, Calif.

"Columbo" is one of the few TV shows I will go out of my way to watch, and I was thrilled to see it featured in your January issue. But one thing puzzles me. I always thought MAD did strictly satire. Since when have you gone into actual script writing?

Maryann Dumas
East Paterson, N.J.

We appreciate your affectionate machete-job on "COLUMBO". We think your writer, Lou Silverstone, knows more about the show than most of the guys who do the teleplays.

Richard Levinson &
William Link
Producers: "COLUMBO"
Universal City, Calif.

MINGO'S UNDER-COVER AGENT

For the past few issues, your covers have been exceptionally well done, thanks to Norman Mingo. For instance, the one with Alfie eating corn, and the one with the straw hat pulled down over his head, and especially the one with The Godfather Family. Which leads me to ask: Why doesn't Norman Mingo do UNDER-COVER work? Not having him do articles inside MAD convinces me that you are (partially) the idiots you claim you are.

Ray Weitzel
Pittsburgh, Penna.

CHRISTMAS GREETINGS

When I saw your "Christmas Greetings", I almost fell off my chair. I'm glad someone else sees who the jolly old man in the red suit really is.

Cathy Garey
Negley, Ohio

MAD CHRISTMAS HATE BOOK

Congratulations to Al Jaffee on his "Christmas Hate Book". I've picked out a bunch of the individual "hates" and left them in obvious places so certain people (teachers, parents, friends, etc.) will find them and take a hint.

Greg Martin
Scott AFB, Ill.

I completely detest "The MAD Christmas Hate Book" and Al Jaffee's work. I thought you had more class.

Raymond Duffy
Astoria, N.Y.

Your "MAD Christmas Hate Book" was very funny but lacked: DON'T YOU HATE . . . magazines that have articles about Christmas in them, during Thanksgiving.

Mike Oliver
Honolulu, Hawaii

How about DON'T YOU HATE . . . finding a price tag on one of your children's presents as you tell him Santa Claus brought it.

Steve Venturino
Bakersfield, Calif.

YOU KNOW YOU'VE REALLY GOT A PROBLEM WHEN . . .

"You Know You've Really Got A Problem When . . ." you've been buying MAD for years and you still enjoy each issue.

David Bartha
Trenton, N.J.

"You Know You've Really Got A Problem When . . ." you receive a gift subscription to MAD Magazine.

Nicholas Moffa
Bronx, N.Y.

DON'T YOU HATE . . . "You Know You've Really . . ." articles?

Cathy Brown
Twin Oaks, Penna.

REALISTIC MODEL CAR KITS

Your "Realistic" MAD Model Car Kits" would have been *more* realistic if David Gantz had removed all the hub caps from his exhibits.

Irma Zwan
Vancouver, B.C.
Canada

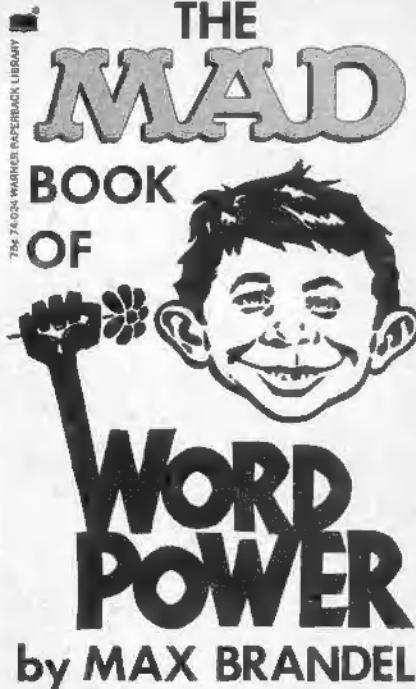
"LOVE" OF JAFFEE

I must say that Al Jaffee has talent. He not only can write, draw and has a great sense of humor, but he has a rare loving side, too. The "Fold-In" page of your last issue was really nice, but it seemed a little out of place. "LOVE" in a MAD magazine?

Janet Gross
Hawthorne, Calif.

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New York, New York 10022

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- DON MARTIN Drops 13 Stories
- MAD's Captain Klutz
- DON MARTIN Cooks
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HERE'S OUR VERSION OF A "COPS AND ROBBERS" MOVIE THAT'S MAKING THE ROUNDS. THE MOVIE IS MOSTLY ABOUT "COPS"! THE "ROBBERS" ARE THE ONES THAT TAKE YOUR MONEY AT THE BOX OFFICE!

You guys must be the new recruits!

No, we're on our way to a costume party, and we all just happened to decide to dress up as Cops!

No, we're a Bowling Team that just has a "thing" for dark-colored uniforms!

No, we're a Boy Scout Troop suffering from an "identity crisis"!

No, the store down the street just happened to have a great buy on blue serge suits with badges!

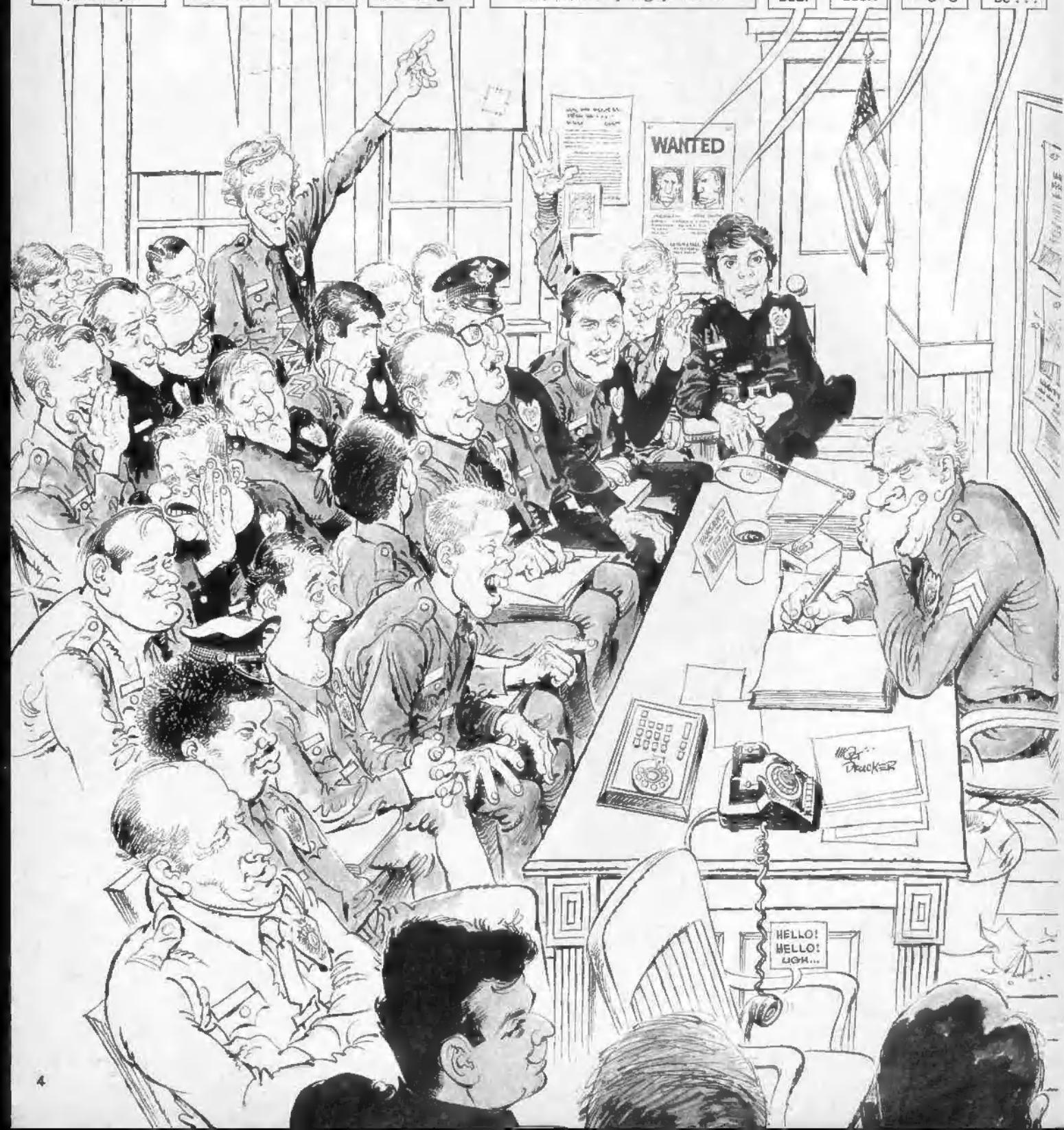
Okay, you guys! Knock off the "snappy answers"! Now who knows the names of the five districts in this Precinct . . . ? Who knows the names of THREE of the five districts . . . ? Who can name ONE of the districts . . . ? Who knows the address of THIS Station . . . ? Well, what DO you guys know???

I Know how to short sheet a bed!

I know how to set a pail of water over a door!

I know how to stick a pin into a door-bell so it keeps ringing!

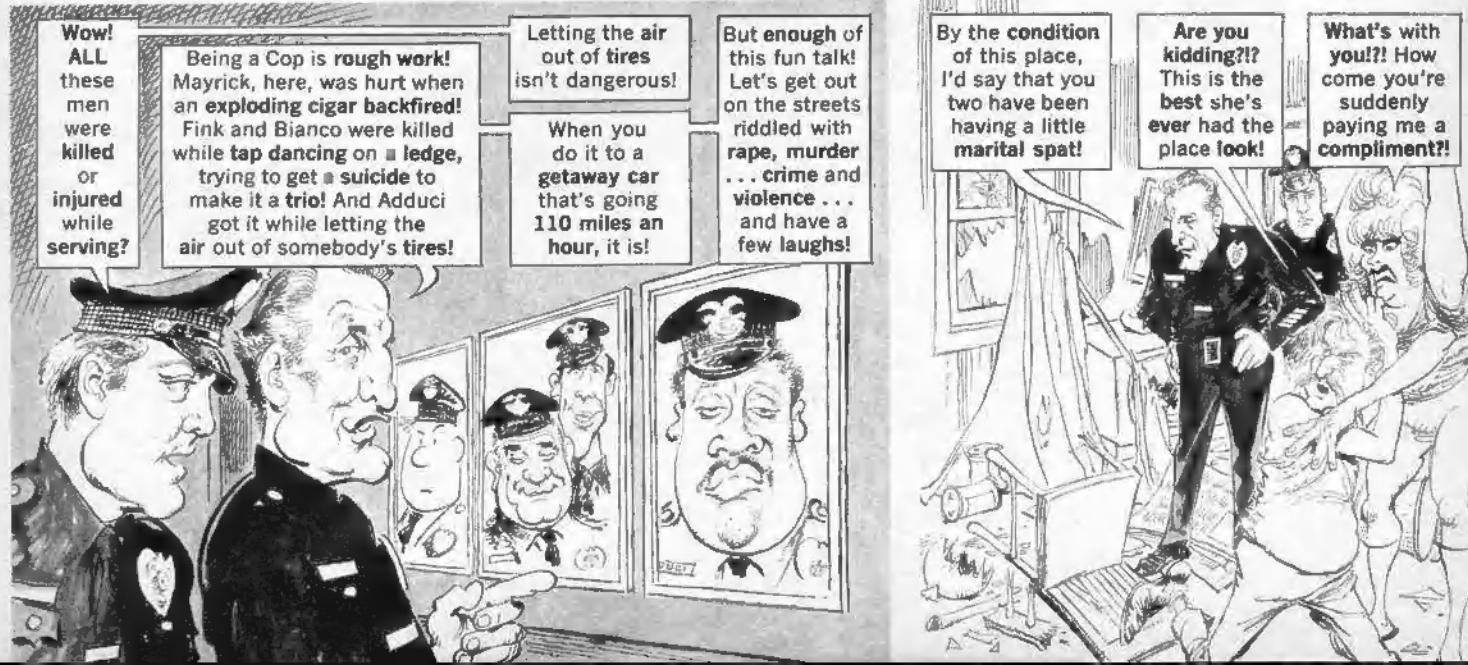
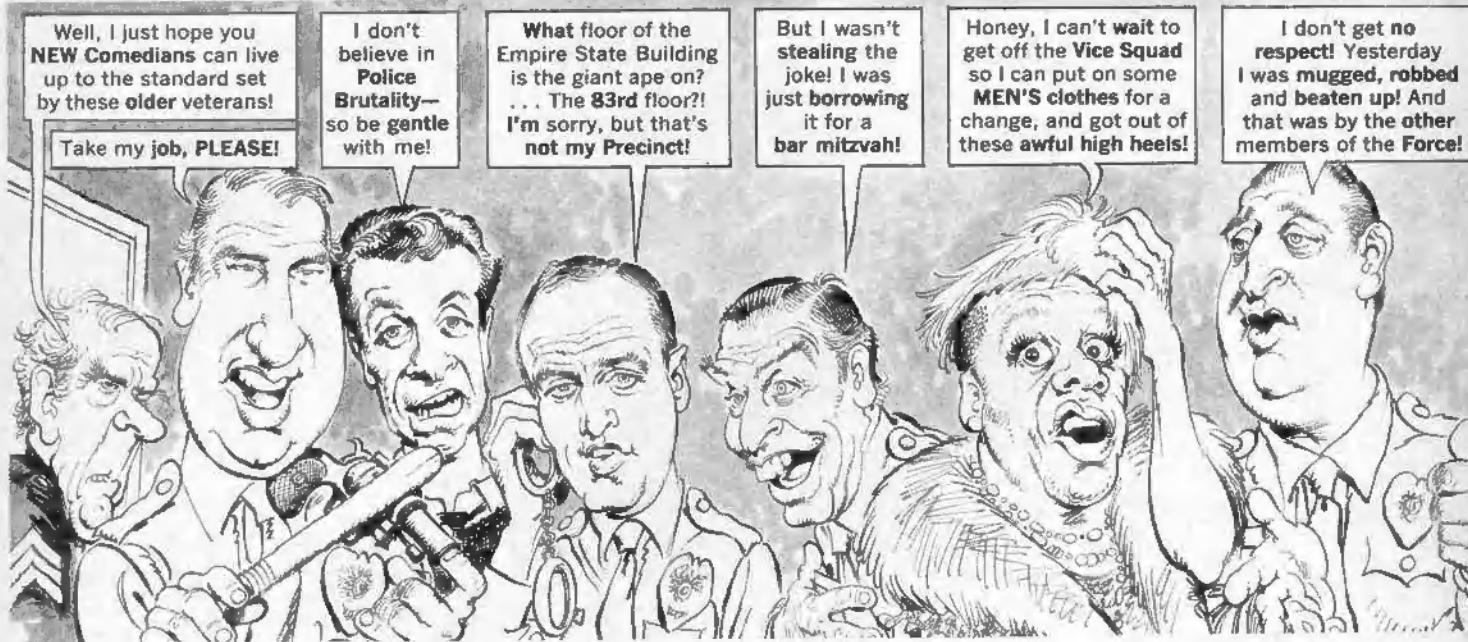
Hmmmm! I can see that you guys are gonna be . . .



THE NEW COMEDIANS

ARTIST: MORT DRUCKER

WRITER: DICK DE BARTOLO



C'mon, now! No more fighting! Tell you what I'm gonna do! I'm gonna grant you two a divorce! Would you like that?

Yeah!

No!!

I really mean "Yes!" But if I said that I'd be agreeing with her!

Okay, place your hands on my badge . . . By the power vested in me by the State of California, and by the insane imagination of the writer of this ridiculous film, I now pronounce you UN-husband and UN-wife!

But you can't divorce them!

Why not? Last week, I married them!

Le'me tell you a little bit of Kilvicesky's Law! If somebody gives you a fist, you give 'im a stick! If he gives you a stick, you give 'im a knife! If he gives you a knife, you give 'im a gun!

What if they give YOU a gun?

You give 'em your feet!

How does feet top a gun?
You run like a mother!



Oh-oh! Pull over here! Looks like some trouble that might be good for a few one-liners!

Officer, this lady tried to cash a rubber check!

Well! Looks like we BOUNCED over just in time!

Is it really a rubber check . . . or are you STRETCHING a POINT???

But seriously, folks . . .

Listen . . . I didn't know it was a bad check!

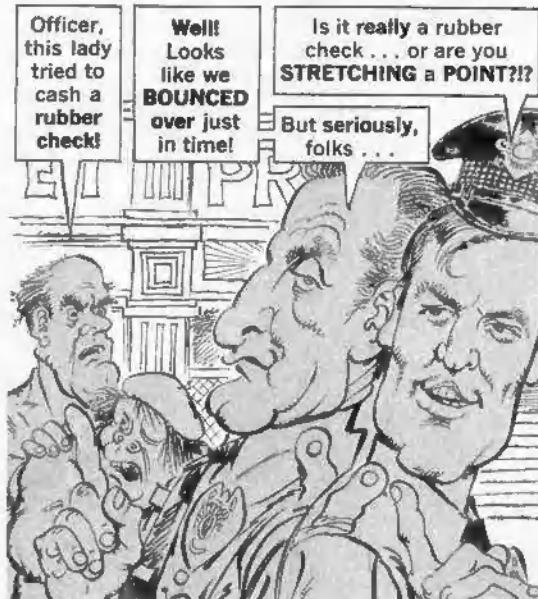
You—you gotta believe me!

I believe you!

You do . . . ?? Then how about YOU cashing it for me?

I just stopped believing! Who gave you this check?

A young Black man, about twenty years old, with an Afro haircut, wearing dungarees, a torn T-shirt and dirty leather sandals!



Is this the man?

That's him!
That's him!

But this guy doesn't match ANY PART of her description, Kilvicesky!!

That's just another bit of Kilvicesky's Law, my friend! Since Judges throw EVERYTHING out of Court these days, why bother with little details like matching descriptions?!



Bratty stayed up all night so she could have dinner with us when you came home! Aren't you going to say something to her?

Sure! Bratty, because you stayed up way past your bedtime, you can't have ANY dinner!

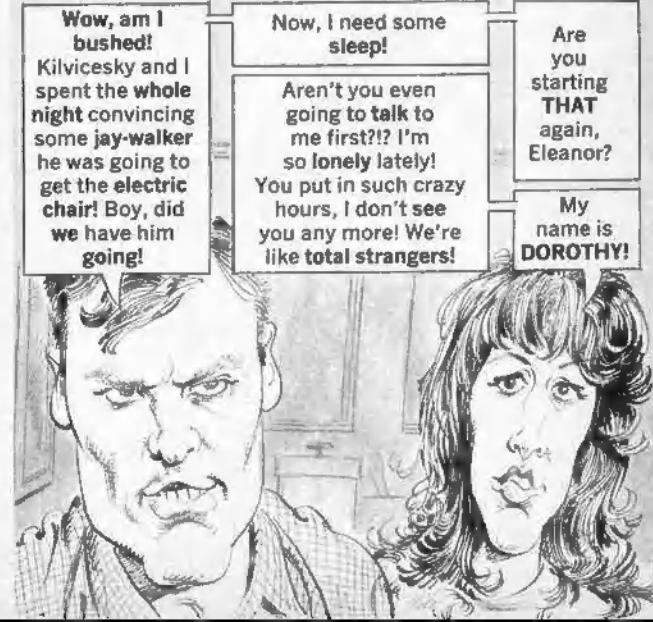
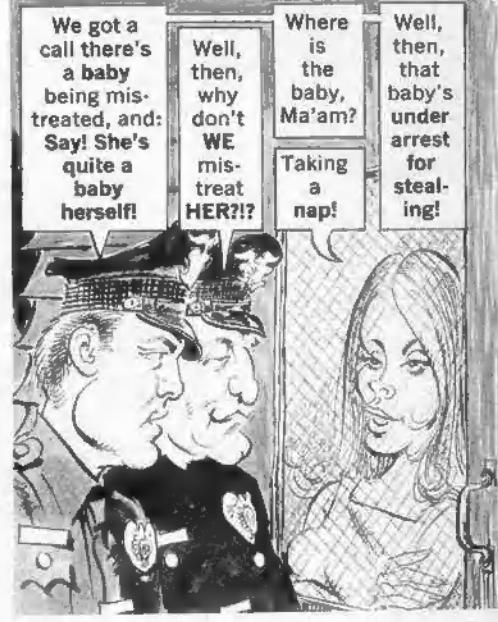
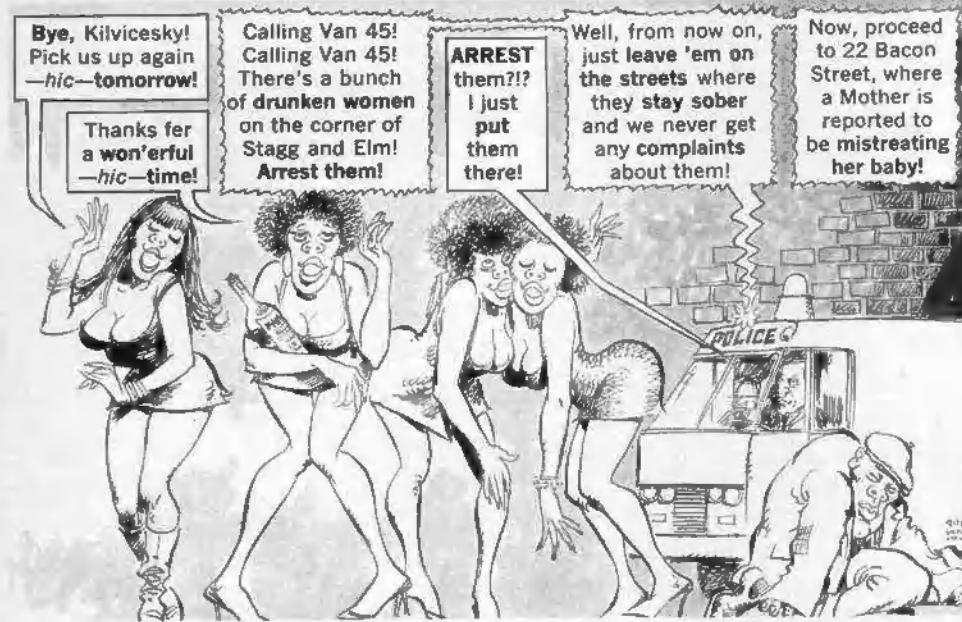
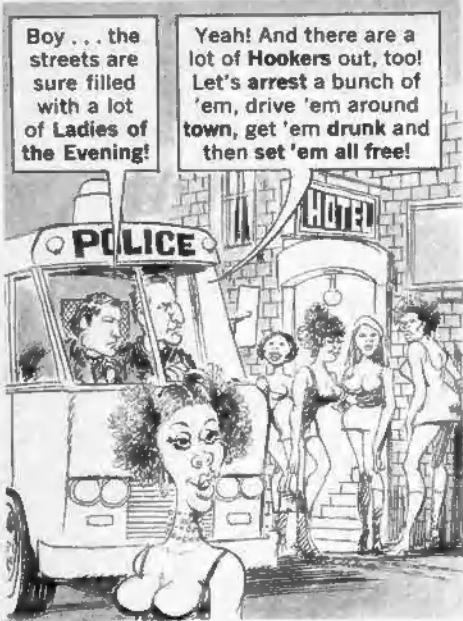
But, Daddy, I'm hungry—yawn—and I'm tired! Can't I eat dinner and go right to bed?

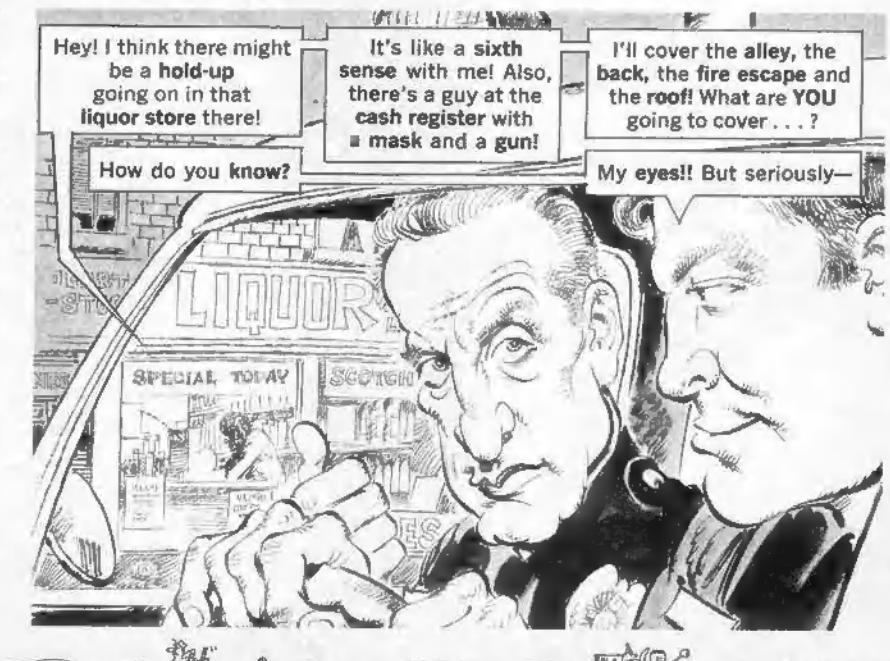
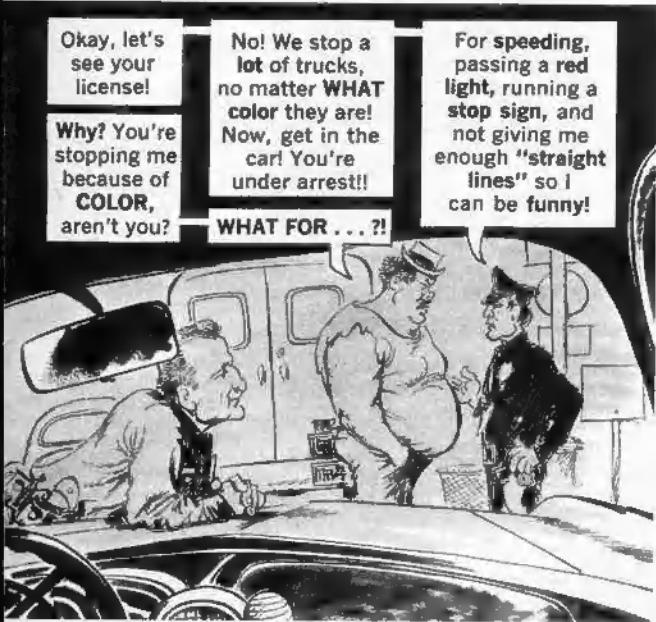
No . . . you can eat breakfast and go right to school! Unless you want me to arrest you for Truancy!

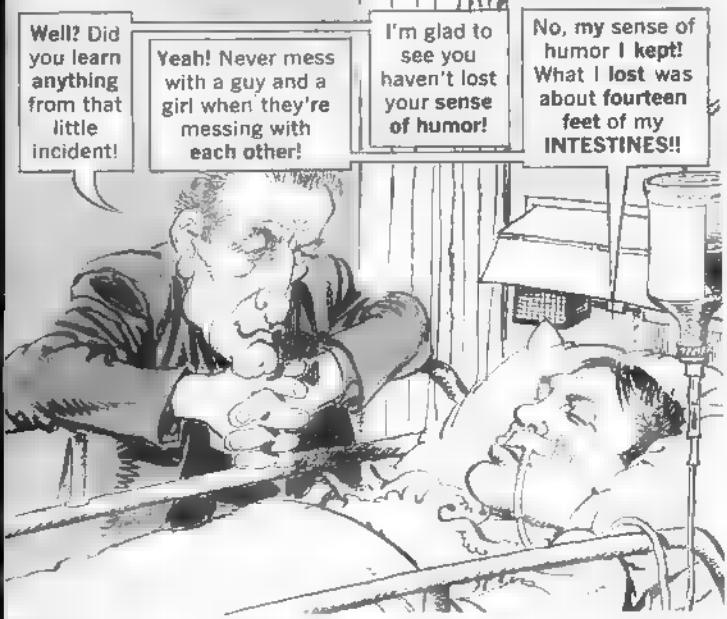
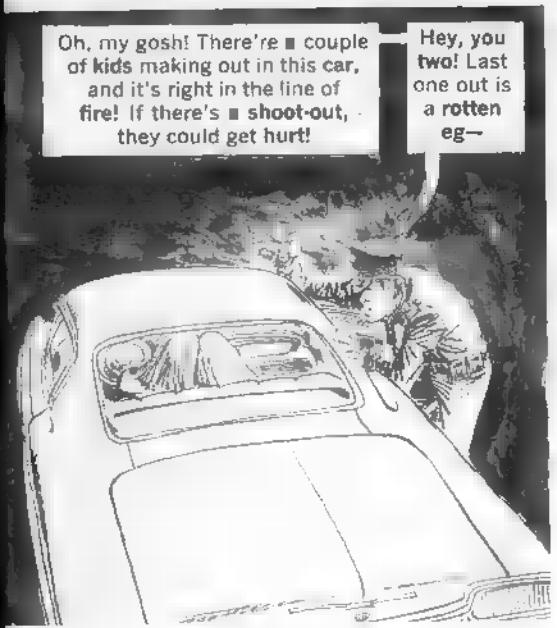
But seriously, folks—



BURP!







But, seriously—

Well, guys! I retire today, so you can have all the Police Equipment I've gathered over the years! Here's a joy buzzer, a squirting flower, some fake doggie pooh, and a cushion that makes a funny sound when someone sits on it!

What are you going to do now, Kilvicesky . . . ?

Oh, I'll think of something! How about this . . . ?

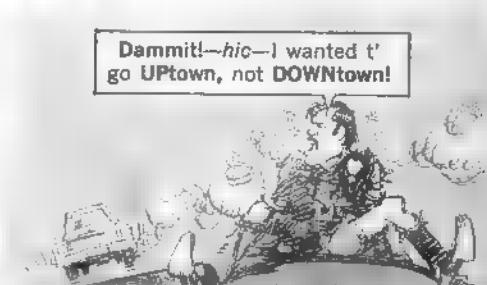
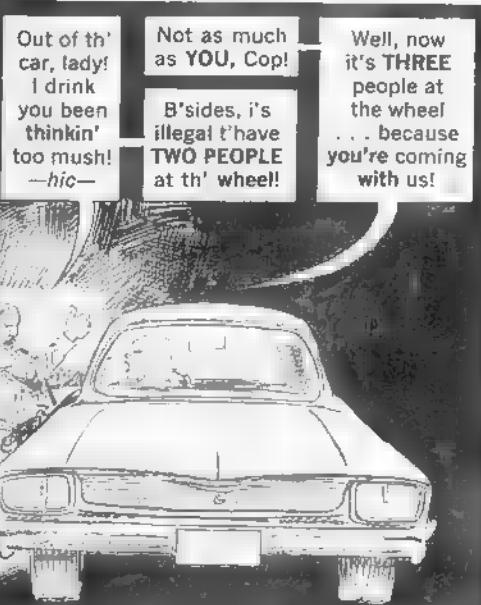
Oh-oh! I needed this like a hole in the head! But seriously—

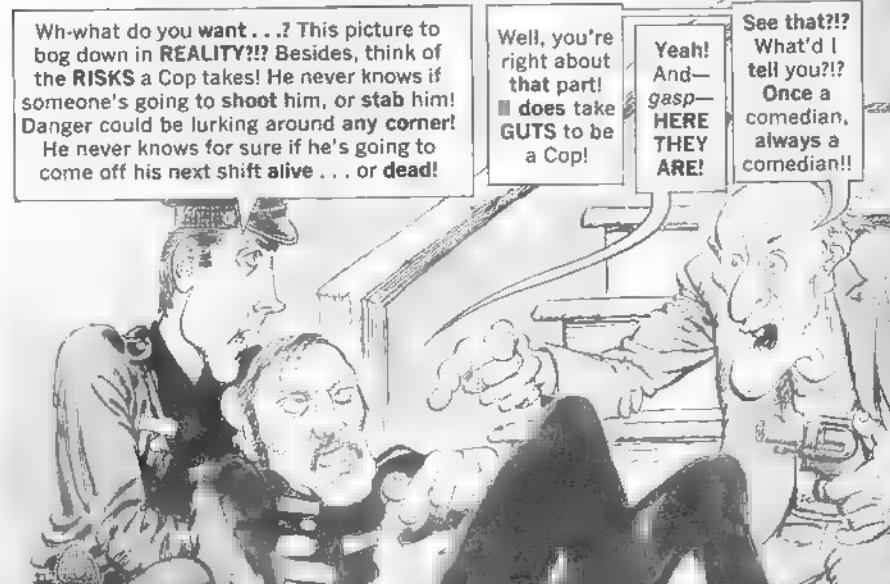
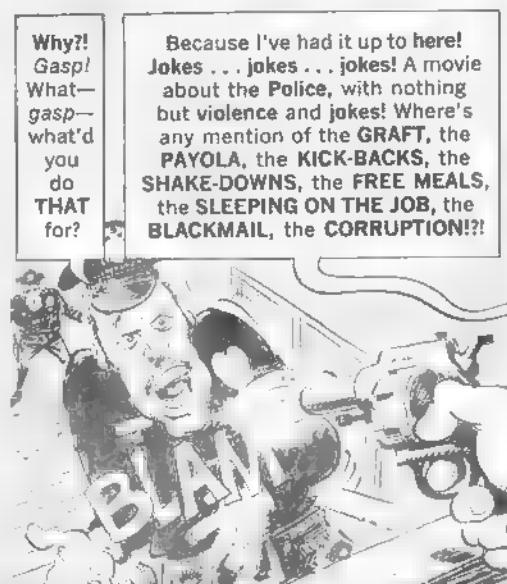
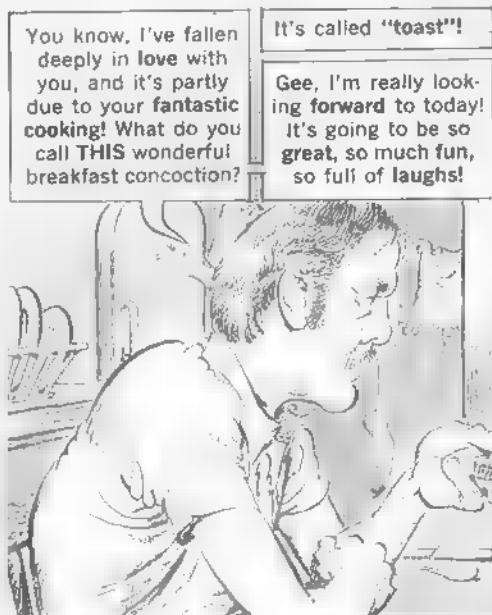
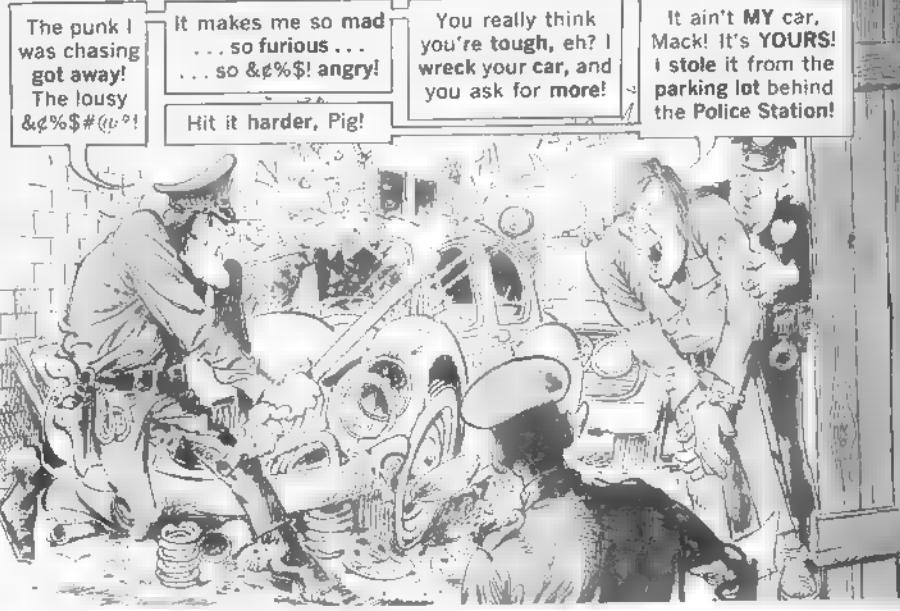


He's dead . . . and I know the reason! Kilvicesky shot himself because when someone gives his entire life to the cause of Justice . . . and his retirement comes, he's got nothing else to live for!

Wrong! I know a better reason! Kilvicesky shot himself because he thought he was pulling the trigger on THIS gun! He was a comedian . . . right to the end!







SCREEN PLAGUES DEPT.

Hey, gang! Here we go again with another MAD "Hate Book" ... those little literary gems calculated to help you feel better by letting

THE MAD TV VIEW



DON'T YOU HATE ...

... portable sets that seem light enough when quick-lifted in the store, but turn out to be designed for weight-lifters when actually used.



DON'T YOU HATE ...

... the idiocy of advertising the wonders of color TV on TV, since you can't see it if you don't have a color TV set ... and it's a waste of time if you already do.



DON'T YOU HATE ...

... commercials that are bad enough when seen once, but which are repeated *ad nauseum* throughout the day.



DON'T YOU HATE ...

... discovering that kids eating peanut-butter-and-jelly sandwiches were using the TV set before you.



DON'T YOU HATE ...

... two great programs scheduled for exactly the same time, while the rest of the month's TV programming is barfsville.



DON'T YOU HATE ...

... watching the klutzy TV repairman use the "hit-and-miss" method of locating the trouble in your TV set.



you blow off steam about your pet hates. This one is designed for all you TV Viewers out there, and is called (quite naturally) . . .

ERS HATE BOOK

ARTIST & WRITER:
AL JAFFEE



DON'T YOU HATE . . .

. . . parents who yell about the time you waste watching those TV Cartoon Shows when all they watch all day long is such uplifting and informative programs as Soap Operas and idiotic Game Shows.



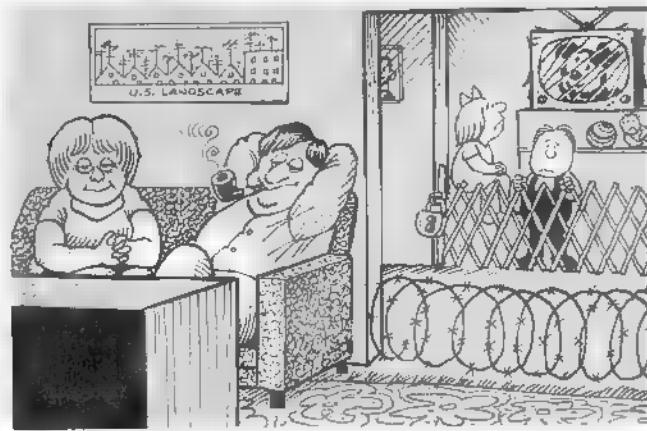
DON'T YOU HATE . . .

. . . TV Sports that are scheduled on all the days your Dad is off, which prevents him from participating in any real sports with you.



DON'T YOU HATE . . .

. . . when everyone is talking about the greatest show ever presented on TV, and you're the only one that missed it.



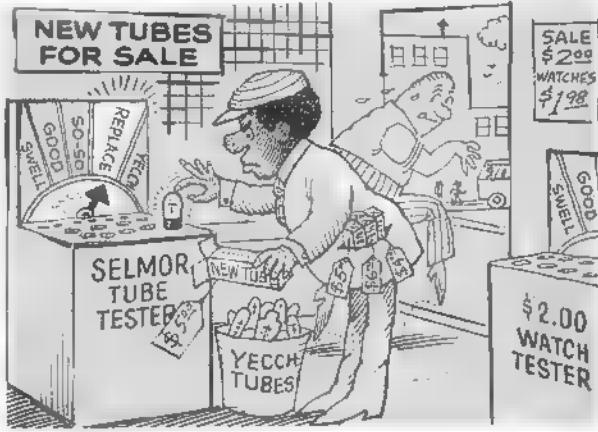
DON'T YOU HATE . . .

. . . parents who buy a big new color set for themselves and put the old black-and-white set in the playroom for the kids.



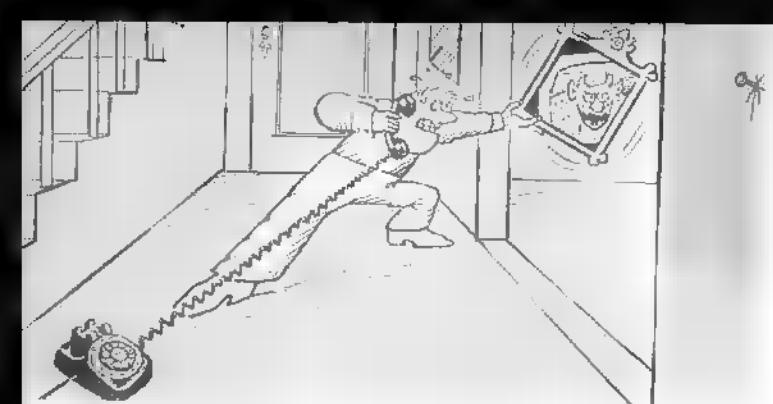
DON'T YOU HATE . . .

. . . when somebody says, "And now, let's pause a moment for station identification!" and what you get is nine consecutive commercials.



DON'T YOU HATE . . .

. . . self-service tube-testing machines that are about as accurate as a \$2.00 watch.



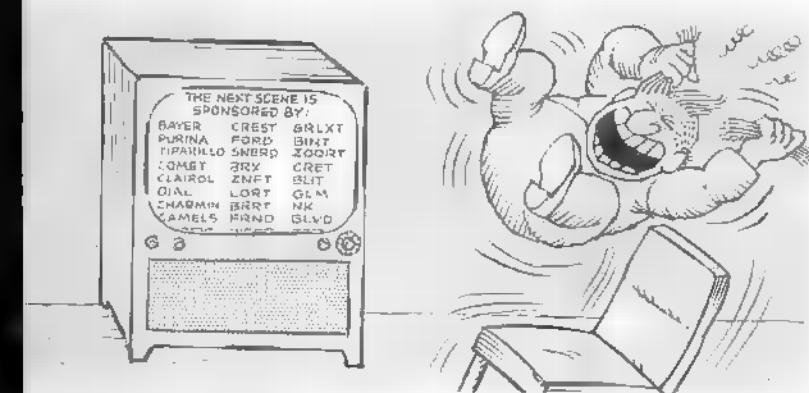
DON'T YOU HATE...

... getting an important phone call during the final minutes of a fascinating mystery you've been watching for two hours.



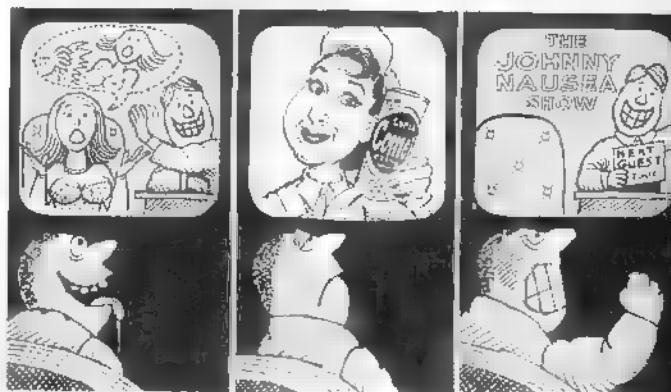
DON'T YOU HATE...

... unexpected company just as you're settling down to watch a program you've waited three weeks to see.



DON'T YOU HATE...

... how they pile on commercials toward the end of a movie because they know you aren't likely to tune out after watching this long.



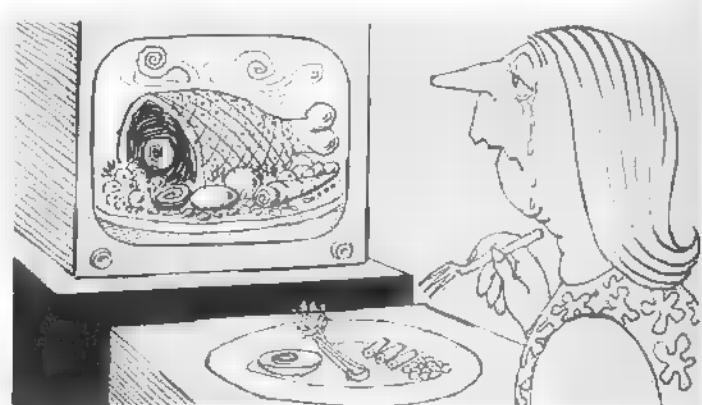
DON'T YOU HATE...

... talk shows that break for six inane commercials just as a guest is about to make a dazzling point.



DON'T YOU HATE...

... discovering, after hours of watching, that you can't make head or tail out of a movie because it's been so heavily censored for TV.



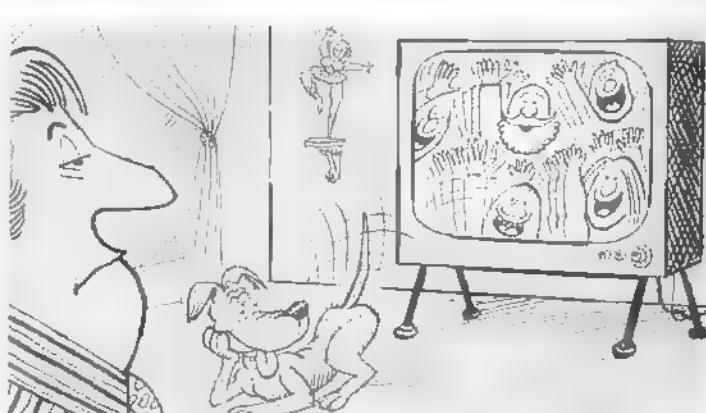
DON'T YOU HATE...

... when they show one commercial after another of luscious, delicious-looking foods . . . and you're on a starvation diet.



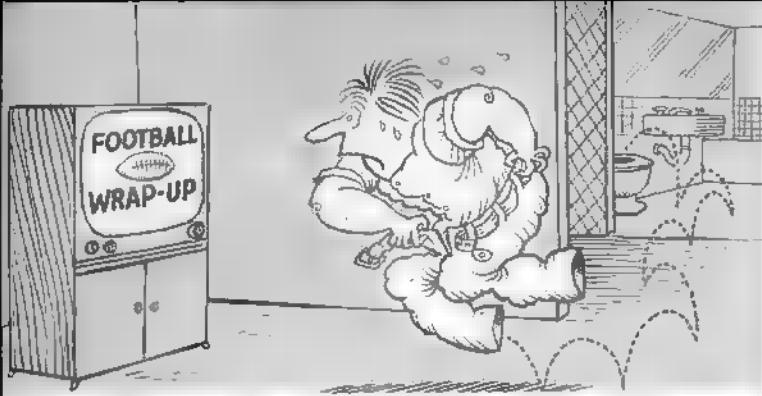
DON'T YOU HATE...

... the distracting nuisance of TV in public places.



DON'T YOU HATE...

... people who wave like idiots when they see a TV camera.



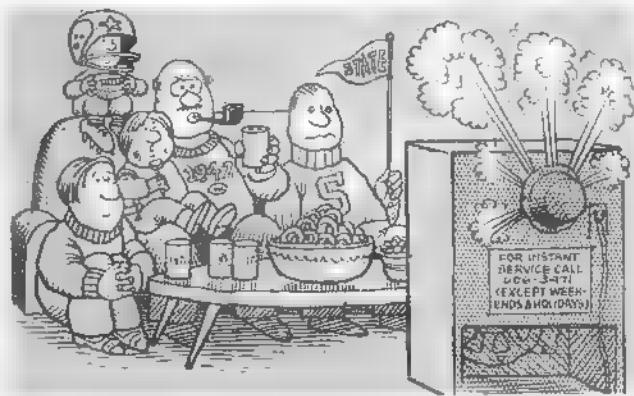
DON'T YOU HATE...

...holding out as long as you can, finally going to the bathroom, and coming back too late to even see the replay of the winning touchdown.



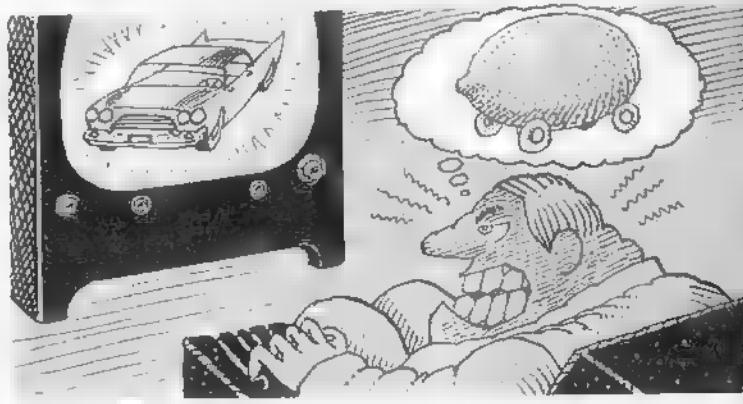
DON'T YOU HATE...

...having younger children in the family who somehow manage to remove and misplace every knob on the set.



DON'T YOU HATE...

...settling down for a long weekend of great Championship Sports, and the picture tube blows on the very first play.



DON'T YOU HATE...

...watching a commercial extolling the virtues of a product you just bought which is the biggest mistake you've ever made.



DON'T YOU HATE...

...that huge building that's suddenly erected right between you and all the TV transmitters.



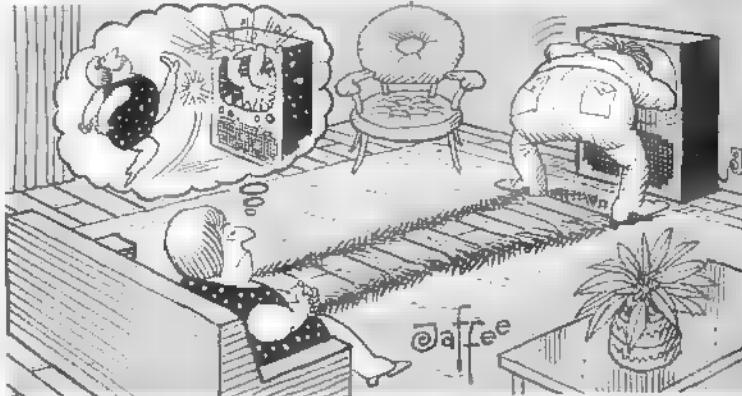
DON'T YOU HATE...

...finding out that those bleeped out words on a show you saw weren't anywhere near as filthy as the one's you'd conjured up.



DON'T YOU HATE...

...meals prepared by Mothers addicted to Daytime TV.



DON'T YOU HATE...

...people who are never satisfied with the way a set is tuned.

Wilfred E.
2 A
My Summer Vacashian

I spent too to weeks all summer at my granpa Efties on a farm in Contra Costa County. I saw many pigs their. Some of the pigs saw me too two. With there tinker eyes. The big pigs were very big. Some little pigs got born while I was their. They were litter. My granpa Eftie goes out and feeds the pigs evry day. I think that is what makes the pigs smell like my granpa Eftie evry day.

Billy Eftie, 6 B

How I spent my Summer Vacashian I spent all summer just hanging around having mumps and chicken pox and my cuzen visit me. He is from Long Keous out west where I visited my granpa a couple years ago.

My granpa has a farm ranch there and grows pigs with very small eyes. (On the pigs) I rem remember I saw many big pigs and some littler ones their when I visited him. I guess even the littler ones are big now because he caws my granpa feeds them a lot to make them smell. He smells too. (my granpa)

I spent my summer vacashian thinking a lot about that. Especially when my chickenpox made me sick and those throw up.

Among the more dismal things about going to school is the expectation by teachers that you will read books and grind out homework from the day you are first able to pick up a pencil until the day you're finally allowed to pick up a diploma. Worse yet, you're bullied into writing thousands of themes, book reports, term papers and final exams as evidence that you really read all those books and did all that homework. But worst of all, most students plod

REW WAY

Bill Eftie
General Science II

Special Work Project Report

As my special work project to get extra credit this summer I picked pigs as studying them is very scientific.

To do my study project and get my extra credit, I got out all the notes I made a couple summers ago when I went to study pigs on my grandfathers farm in Long Keous Iowa. Also I got a lot of books out of the library.

Part 2 - Scientific Conclusions

Pigs are a branch of the hog family which although born small grow to be among our larger agricultural animals of probably 100 pounds or probably more. This is probably due to their being fed daily or oftenner which is probably oftenner than they need to eat which therefore makes them fat. We probably proved this scientific theory last semester studying how food we eat gets converted into energy which if you don't use it makes you fat.

Therefore, my special work project for extra credit proved scientifically that pigs are like people in this respect. Also the pigs and my grandfather smell a lot alike which makes them alike in another respect which is another scientific conclusion I got from my special work project for extra credit. Also they have very small eyes and stare at you, but that is only the pigs.

through the years of drudgery without realizing that the whole ridiculous thing is avoidable. It should be obvious to anyone with an ounce of connivance in his soul that breezing through school without ever cracking a book is a cinch if one remembers two simple facts: (1) The first theme you wrote in second grade can be rewritten to fill every assignment you'll be saddled with later on, merely by adding some appropriate big words and twisting the subject

matter around a little! And (2) teachers seldom read the trash turned in by students anyway! All that really counts is filling lots and lots of pages with words, thus "proving" that you've emerged with a clear grasp of whatever it is you're supposed to be grasping.

MAD herewith demonstrates what an easy swindle it is to master. And once you've got it down pat, you, too, can loaf through the next fifteen crucial and formative years as you're . . .



WRITING YOUR TO A PH.D.

WRITER: TOM KOCH

Bill J. Eftie
Remedial Sophomore English
Mr. Walgrebe - Period 7

"A TALE OF TWO CITIES"

I found this book to be 527 pages long and as talked about in class, a work of great English literature even though most of it seems to be about France. It is well written and holds the interest of the reader well; especially through the first chapter.

My only criticism of the authors' writing is the way he never says in the first chapter that the rabble (who were the French country people of their day that started the French revolution by killing all the city people) probably raised many pigs on their farms. I think the book would have made more sense if the author had said this in the first chapter because pigs smell and have to be fed every day which could have made the rabble act like they did.

Unless the author wrote about it in later chapters, the reader // also would not learn that pigs have very small eyes and stare at you when you stare at them.

This could make the rabble bloodthirsty as I learned while doing a lot of outside reading in Kansas a couple of years ago. But the author leaves this important fact out of Chapter 1.

I have no other criticism of this book as I found all the rest of it to be a work of great literature as we talked about it in class.

INTRODUCTION TO PSYCHOLOGY

PSYCHOLOGICAL

DEVELOPMENT

NAMES Wilfred Eftie

discuss the role of childhood trauma
in producing neurotic adult reactions
to external stimuli.

1. Many case histories found in optional supplementary reading for this course prove that childhood trauma produce neurotic adult reactions to external stimuli. A classic example is that of Bertha M., discussed in a large book not available in our library. As a child, Bertha M. was never told that pigs are born small but grow larger and, in time, create an odor that can be transmitted to humans. Frightened by such external stimuli, she lapsed into childhood trauma, which soon worsened when she found that pigs also have small eyes and stare at people. In later life, this caused Bertha M. to develop a phobia about touching pigs even though she didn't look Jewish. Her case is so typical of the type discussed in the assigned reading that citing further examples would merely be repetitions.

Wilfred J. Eftie
Advanced U.S. History 405
Independent Study Report--Fall Quarter

CONTRIBUTORY FACTORS IN THE CLOSING OF THE AMERICAN FRONTIER

Much has been written attributing the ultimate termination of frontier life in the United States (both ethnic and subsidiary) to the Oklahoma land rush, the invention of barbed wire and similar events occurring between 1890 and later on.

However, exhaustive research into the matter reveals that the approaching halt of the nation's westward thrust could be foreseen at roughly the same time as a result of the coming of the domestic pig to such previously untrammeled areas as Kansas.

Though the subject is seldom touched upon except in unpublished source material, the fact that pigs are born small and grow to exceptionally large size could well have played a role in the elimination of the buffalo, the Indian and the cowboy from the Great Plains region. Certainly, the cowboy (a classic frontier symbol) found himself encroached upon by the new swine-oriented culture, and so was forced off the land by the first generation of pigs to grow to maturity.

Additionally, pigs have remarkably small eyes with which they tend to stare at people (including Indians), and this alone is sufficient to reveal a

THE ABSENCE OF RURAL FAUNA AS IT RELATES TO THE PROLIFERATION OF URBAN DELINQUENCY

A Thesis Submitted for the Degree of Master of Arts
in Sociology by Wilfred J. Eftie, B.A.--1971

Viewed empirically, the sociological discipline has accorded scant notice to the absence of rurality as a causation for urban life patterns in general, and, more specifically, for the overall spread of anti-social behavior among the youthful. It is the intent of this thesis to prove, both through existing literature and original research, that urban delinquency is confined chiefly to cities because of a progressive absence of farm animals in such concentrated centers of population.

Indeed, a direct inverse mathematical correlation may be quickly established by the perceptive student through application of the simple formula

$$F = PSM^2$$

H

(Felonies equals the square root of People per Square Mile divided by Hogs).

Though available literature provides few concrete figures on either swine density or felonious crime in the 18th century history of a typical urban center such as the Bronx, the fact remains that pigs have very small eyes with which they stare at people. Furthermore, this staring practice is the apparent sole factor accountable for the crime rate differential between the Bronx and such traditional H.H.D. (High Hog Density) areas as Kansas.

Moreover, existing source material fails to mention that pigs are born small, but then grow to an ominously large size. Obviously, this phenomenon alone would tend to serve as a crime deterrent in H.H.D. areas.

Finally, in the pages that follow, we shall explore the role of pig smell (or, conversely, its absence) in the field of crime detection and many

A QUALITATIVE ANALYSIS OF SWINE VISION AS IT PERTAINS TO HUMAN BEHAVIORAL RESPONSE IN OSBORNE COUNTY, KANSAS.

A dissertation based upon primary research and presented as a qualification for the degree of Doctor of Philosophy in Abnormal Zoology by Wilfred Jeffred Eftie.

The original research data hereinafter presented is based solely on heretofore unpublished findings as compiled over a two year period¹ during which residents of an ethnically typical Kansas farm were subjected to being stared at by the 42 hogs² comprising this study's "control group".

Without resorting to value judgements, it is the intent of this research project to substantiate an empirical relationship between the small size of the median swine eye³ (as intensified through the pig smell/eyelid blink factor⁴) on the one hand, and resulting intrafamily behavioral oddness on the other.

Though the visual capability of the Poland China hog is not scientifically measurable, the literature abounds with proof that this breed tends to have white bristles⁵. By the same token, animals in the control group progressed, without exception, from small to large size as they matured⁶, thus creating the impression that they could both see more and take increasingly decisive action in response to visual stimuli.

These factors⁷, as will be correlated in the following, tend to bring forth human peer group subservience, thus giving rise to such defensive Kansas colloquialisms as "hog-wash", "schweinhundt", and, most revealing, "in a pig's eye".⁸ This "sour grapes" response typifies the full range of

1. 1953 & 1954, primarily in July.

2. 41 Poland Chinas (*Chirus Polockus*) and one brown one.

3. As computed in cubic centimeters.

4. Ibid.

5. Funk & Wagnalls Standard Dictionary, 1939 Edition, pg. 878.

6. Approximately 12 lbs. to much heavier in addition to larger.

7. See above.

8. Greebrick, "The Pig in Our Language," privately printed, 1884.

DON MARTIN DEPT. PART I

LATE ONE NIGHT IN A WATERFRONT TAVERN



BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

READY

Throughout all of the Dark Ages, it is estimated that only about one thousand books were written!



While in our Modern Era of education and enlightenment, it is estimated that over one thousand books are published every single day!



Boy, the kids in the Dark Ages sure had a good thing!



Somebody told me you're a real weirdo!
All you do is read smut and pornography!

Whoever told you that is a big fat liar!

Oh, yeah?! Well, what do you call these magazines . . . Holy Bibles?

No, I call that smut and pornography!

SEE! THEN YOU DO READ ALL THAT DIRTY STUFF!!

I DO NOT!!

I just look at the pictures!



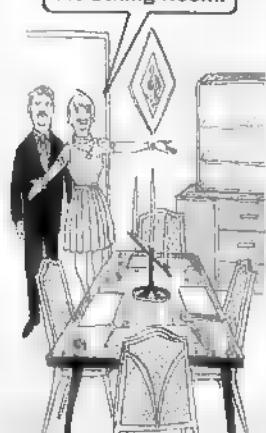
Let me show you around the house!



This is the Living Room!



. . . And this is the Dining Room!



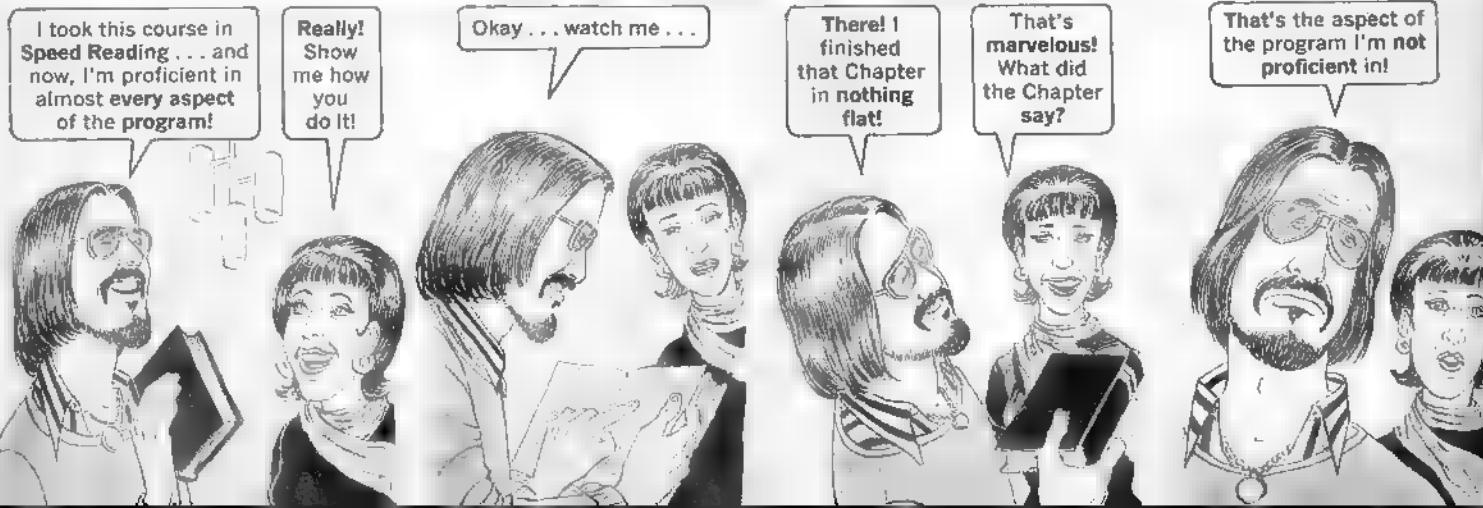
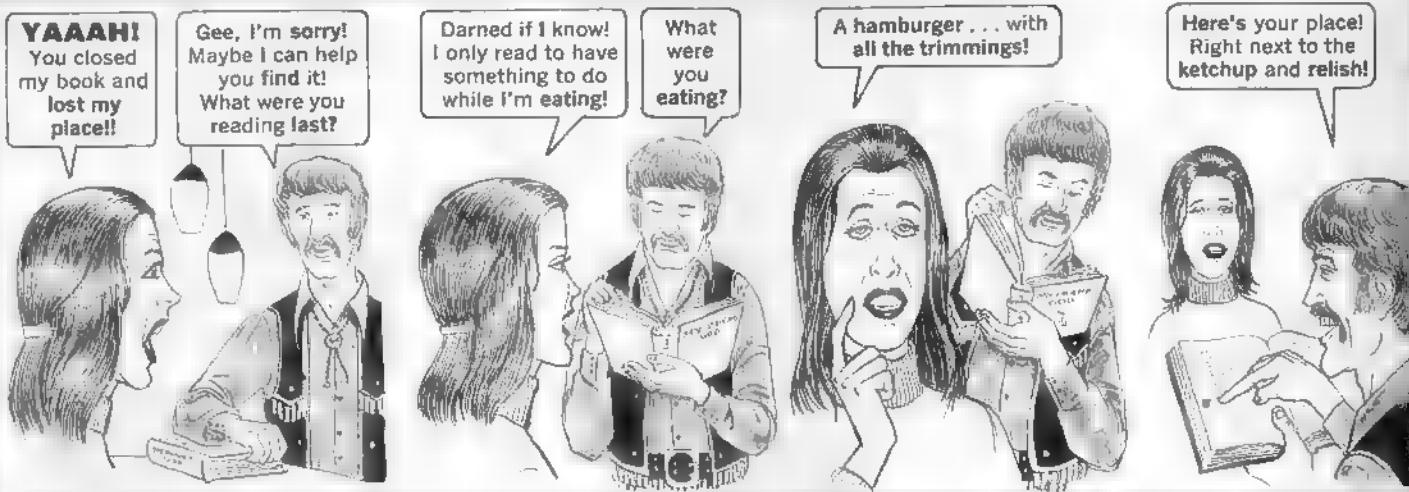
. . . And this is the LIBRARY!!



NG



- ARTIST & WRITER: DAVE BERG



Mark Davids, are you reading Comic Books in class! Give them to me this instant!!

I'm throwing this trash where it belongs . . . into the trash basket!

WOW! That's some collection of Comic Books you've confiscated! What are you going to do with them?

What else?! Bring 'em home to MY kids! Listen, it's cheaper than buying 'em!



Wow! What a library!

Yes! I'm an insatiable reader!

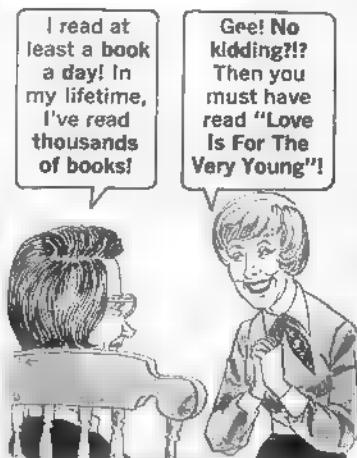
I read at least a book a day! In my lifetime, I've read thousands of books!

Gee! No kidding!!! Then you must have read "Love Is For The Very Young"!

No, I haven't gotten around to reading that one yet!

WHAT?! You never read "Love Is For The Very Young"?

Then you haven't read ANYTHING!!



Oh, I see you're reading the evening newspaper! What's with the Mayor?

Dead . . .

He is?!? Oh, my God! That means the President of the City Council takes over! What's with him?

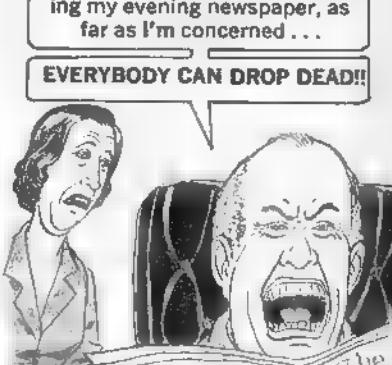
Dead . . .

Oh, no! What's going on?!? Everybody is dropping dead!

Look, this is my unwinding time . . .

That's when I read my evening newspaper! And when I'm reading my evening newspaper, as far as I'm concerned . . .

EVERYBODY CAN DROP DEAD!!

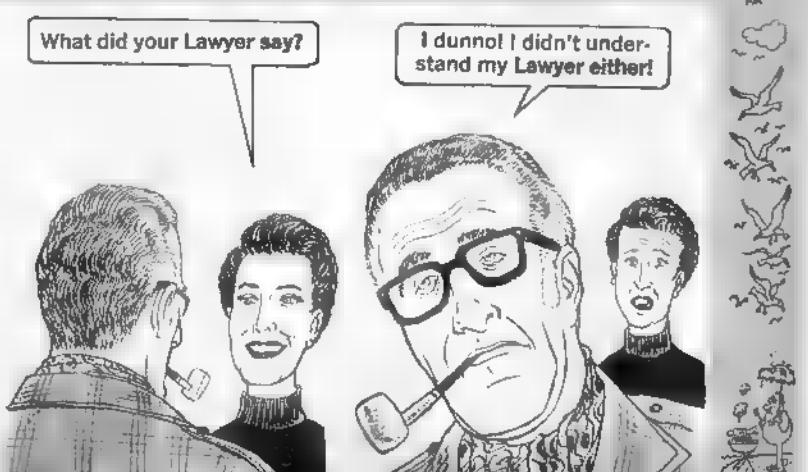


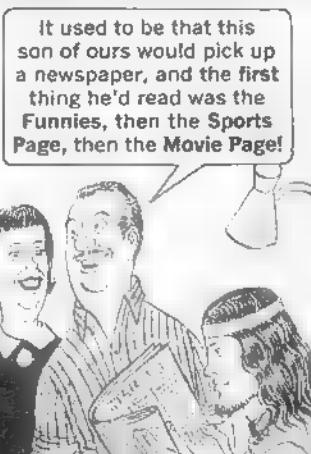
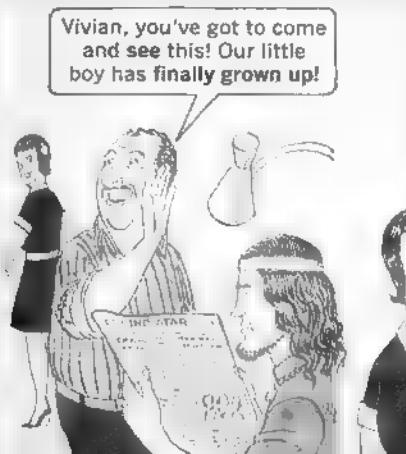
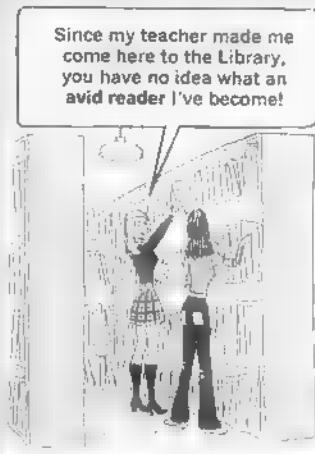
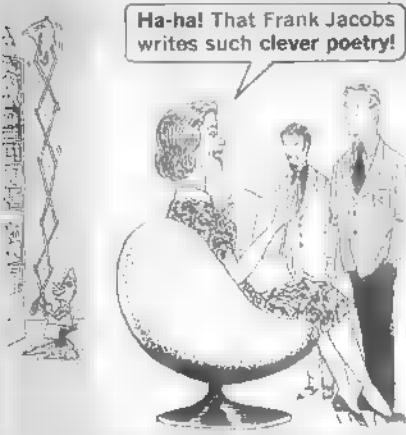
I had to sign a very important contract today! I read it thoroughly, but I didn't understand it!

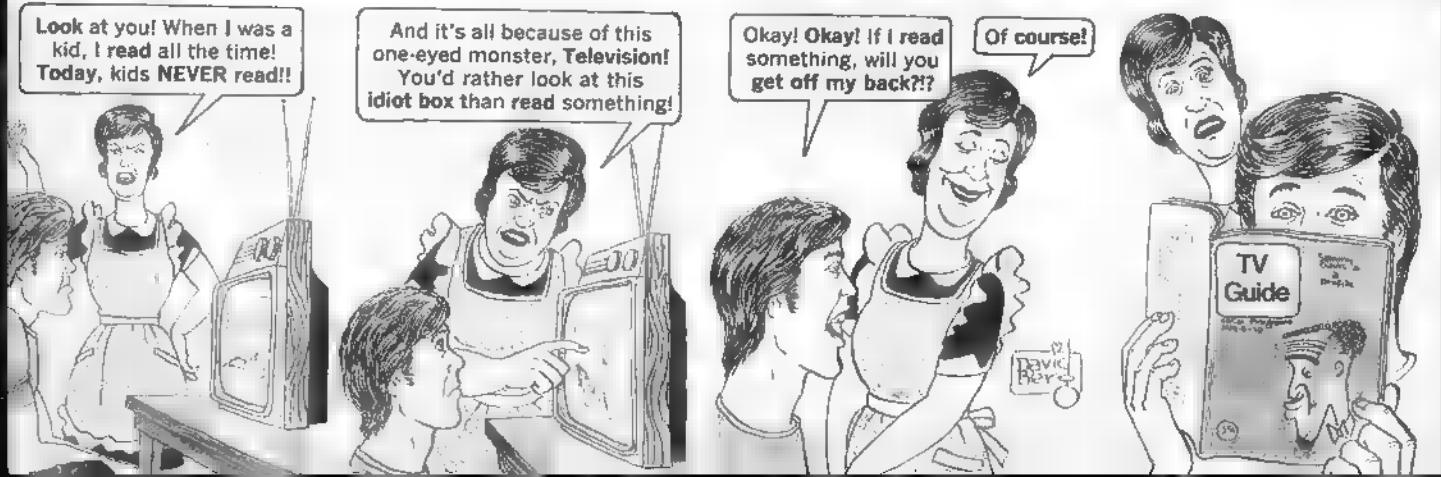
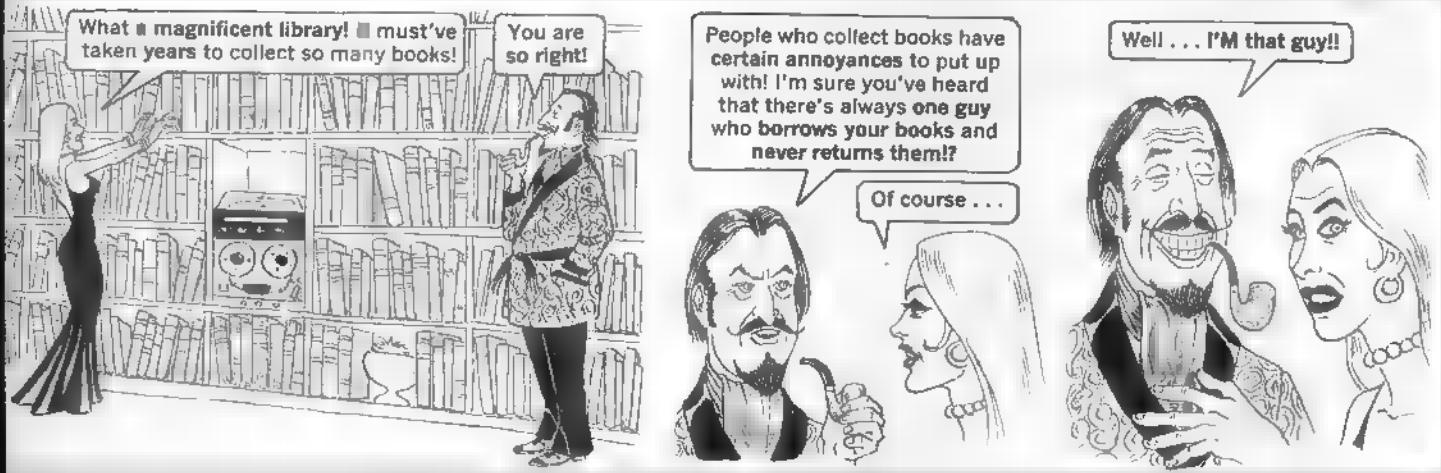
So I took it to my Lawyer! He read it, and explained it to me! THEN I signed it!

What did your Lawyer say?

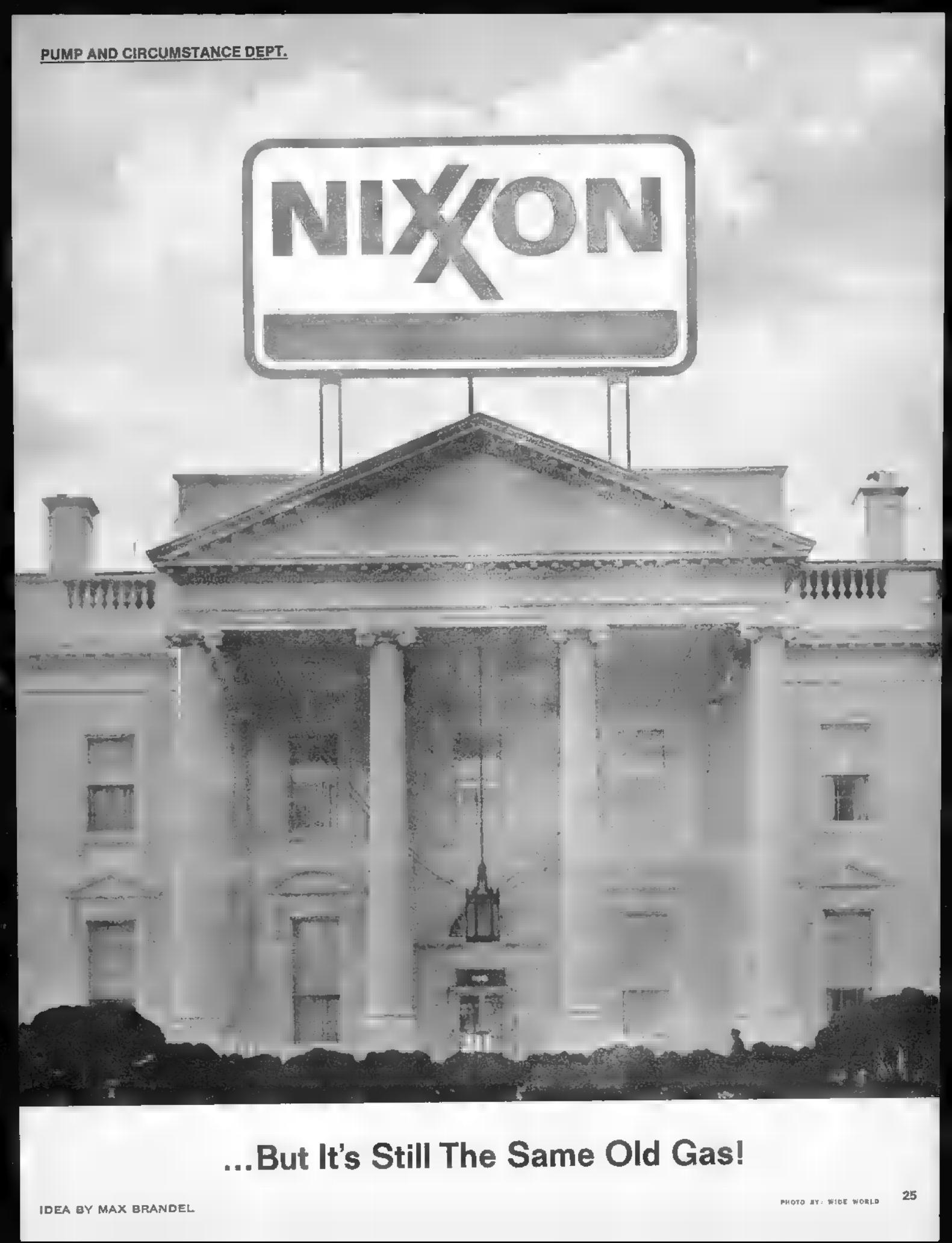
I dunno! I didn't understand my Lawyer either!







PUMP AND CIRCUMSTANCE DEPT.



NIXON

...But It's Still The Same Old Gas!

Why Does It ALWAYS

Why Does It ALWAYS HAPPEN That...



... you're forever being told to line up in alphabetical order... and your name is Zybisko?

Why Does It ALWAYS HAPPEN That...



... no matter which direction you're driving on the freeway, it's the traffic going the other way that's flowing smoothly?

Why Does It ALWAYS HAPPEN That...



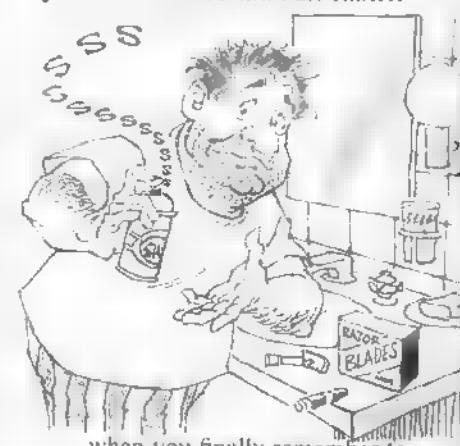
... every time you're lucky enough to find a parking space, you can't find any change for the meter?

Why Does It ALWAYS HAPPEN That...



... by the time you save up enough trading stamps to get what you wanted, the item has been discontinued.

Why Does It ALWAYS HAPPEN That...



... when you finally remember to buy razor blades, you immediately run out of your shaving cream.

Why Does It ALWAYS HAPPEN That...



... your only decent golf shots come when nobody's watching?

Why Does It ALWAYS HAPPEN That...



... the "Express Check-Out" becomes the slowest moving line in the Supermarket as soon as you get on it?



HAPPEN THAT...

ARTIST: JACK RICKARD
WRITER: TOM KOCH

Why Does It ALWAYS HAPPEN That...



... Bank Tellers conspire to wait until you're next in line, and then all go out to lunch?

Why Does It ALWAYS HAPPEN That...



... Doctors who keep you waiting the longest have the dullest magazines?

Why Does It ALWAYS HAPPEN That...



... the whole Final Exam is based on the only lecture you missed?

Why Does It ALWAYS HAPPEN That...



... your car begins to make a lot of scary new noises just as you're starting out on a vacation?

Why Does It ALWAYS HAPPEN That...



... the best looking Real Estate ads are for the worst-looking houses?

Why Does It ALWAYS HAPPEN That...



... some nitwit blows out all the fuses just as the Super Bowl game is starting?

Why Does It ALWAYS HAPPEN That...



... the only Required Course you still need to graduate isn't being given this semester?

Why Does It ALWAYS HAPPEN That...



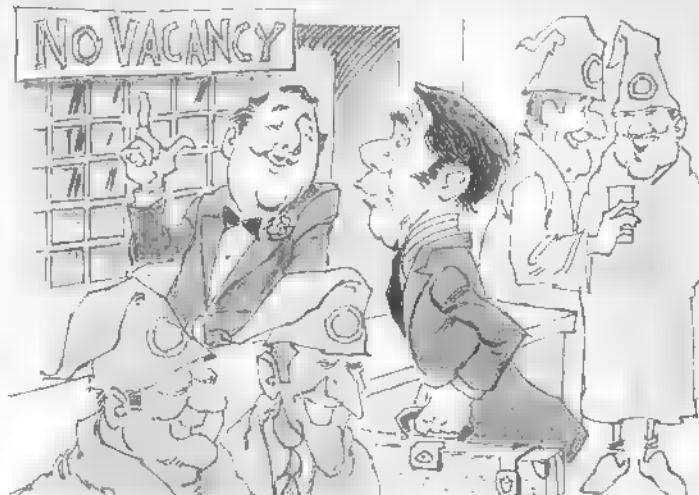
... nothing you order by mail looks as good as the picture in the catalogue?

Why Does It ALWAYS HAPPEN That...



... the guy who passes Football Cards around the office gets arrested the same week you finally win?

Why Does It ALWAYS HAPPEN That...



... no matter where you travel, some "nut" group is holding its annual convention there.

Why Does It ALWAYS HAPPEN That...



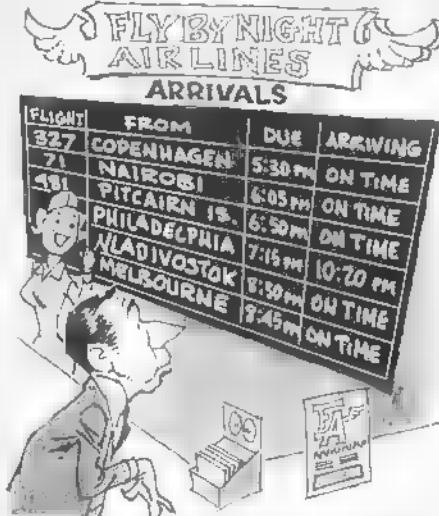
... your only Full House of the night loses to the only Four-Of-A-Kind of the night?

Why Does It ALWAYS HAPPEN That...



... the telephone stops ringing just as you finish racing up three flights of stairs to answer it.

Why Does It ALWAYS HAPPEN That...



... the plane you've come to meet is the only one that's running three hours late?

Why Does It ALWAYS HAPPEN That...



... the elevator stops at every floor whenever you're late for an appointment?

Why Does It ALWAYS HAPPEN That...



... you only get toothaches on Wednesdays when every Dentist's office is closed?

BLEEDING HEART BURN DEPT.

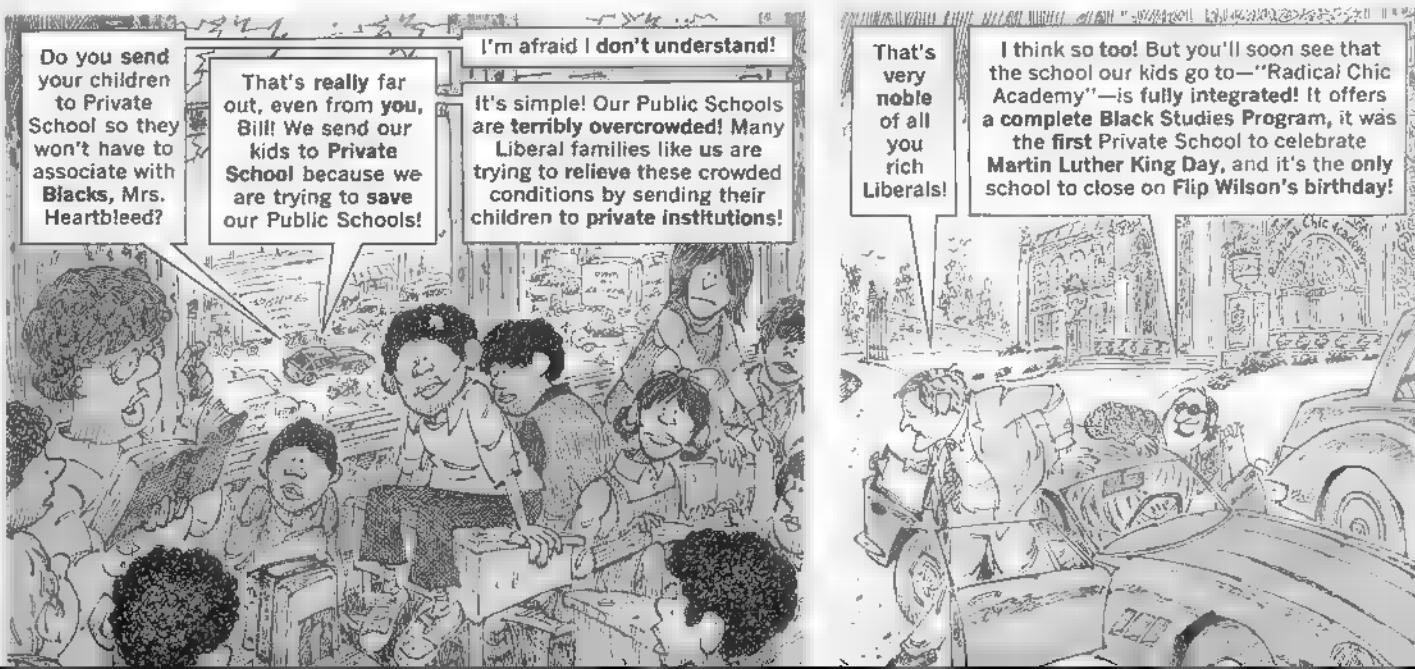
A few issues back (MAD #146, to be exact, nosey!), we interviewed the typical Middle-American *conservative* family. Seeing how many people we infuriated, we couldn't resist the temptation to step on some toes of the *left* foot...as...



MAD INTERVIEWS A TYPICAL LIBERAL FAMILY

ARTIST: PAUL COKER, JR.

WRITER: LOU SILVERSTONE



There **DOES** seem to be quite a number of Black parents here!

Uh—these aren't exactly parents. Bill! Actually, they're chauffeurs, housekeepers, nurses and maids—waiting to pick up their employers' children!

I see! Tell me, do ANY Blacks attend this school?

Bill, there is at least one minority child placed in each class! And not just your common, everyday minorities like Blacks and Puerto Ricans! We've got Indians, Chinese, Italians—even an Eskimo boy! You have no idea how much it costs to fly him from Alaska!

All these underprivileged children are here on Full Scholarships, paid for by us—the "Parents Group"! It makes one feel good to help children of those less fortunate than one's self!

AND, of course, all the money we contribute is tax-deductible!



What are your views on the Police, Mr. Heartbleed?

Cops?!? Corrupt, every one of them! Y'know why they harass poor, underprivileged kids instead of going after the big Syndicate guys? I'll tell you! Because they're all on the take, and ... HEY! MY CAR ■ GONE!!



I just paid THREE GRAND for that new Ferrari, and now some punk kid's gone and stolen it ...

Three thousand dollars for a Ferrari?!? A car like that's worth at least TEN thousand!

I know! I got it from a guy I met in a bar! I make it a policy never to ask questions when I'm offered a fantastic deal!



HELP! POLICE! HELP POLICE! I'VE BEEN ROBBED!!



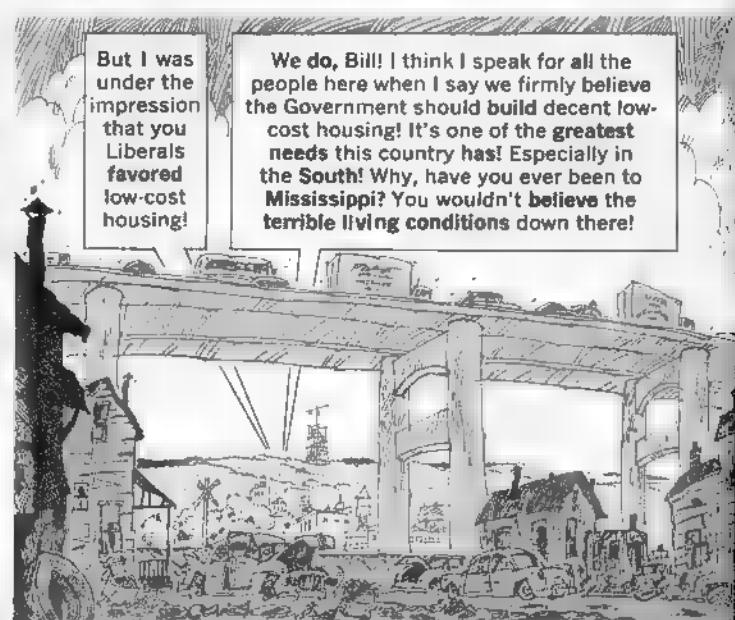
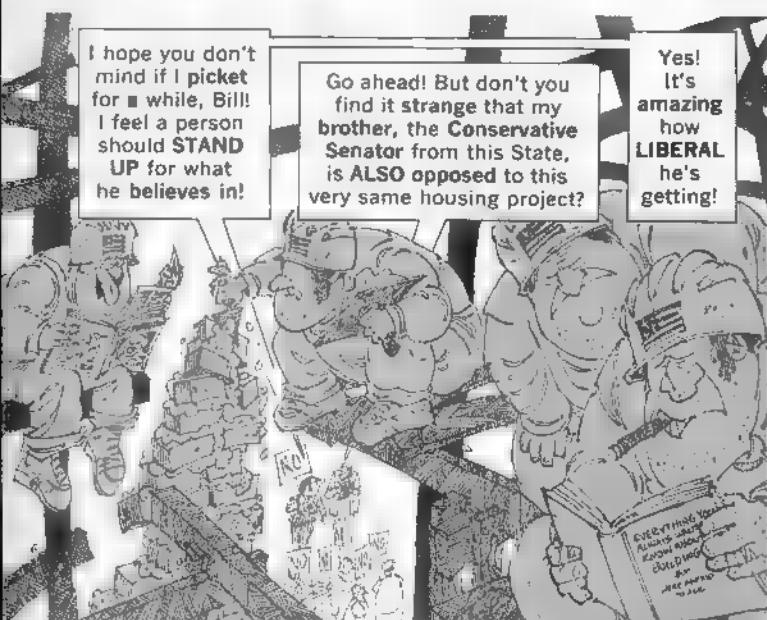
I hope you don't mind if I protest for a while, Bill! I feel a person should STAND UP for what he believes in!

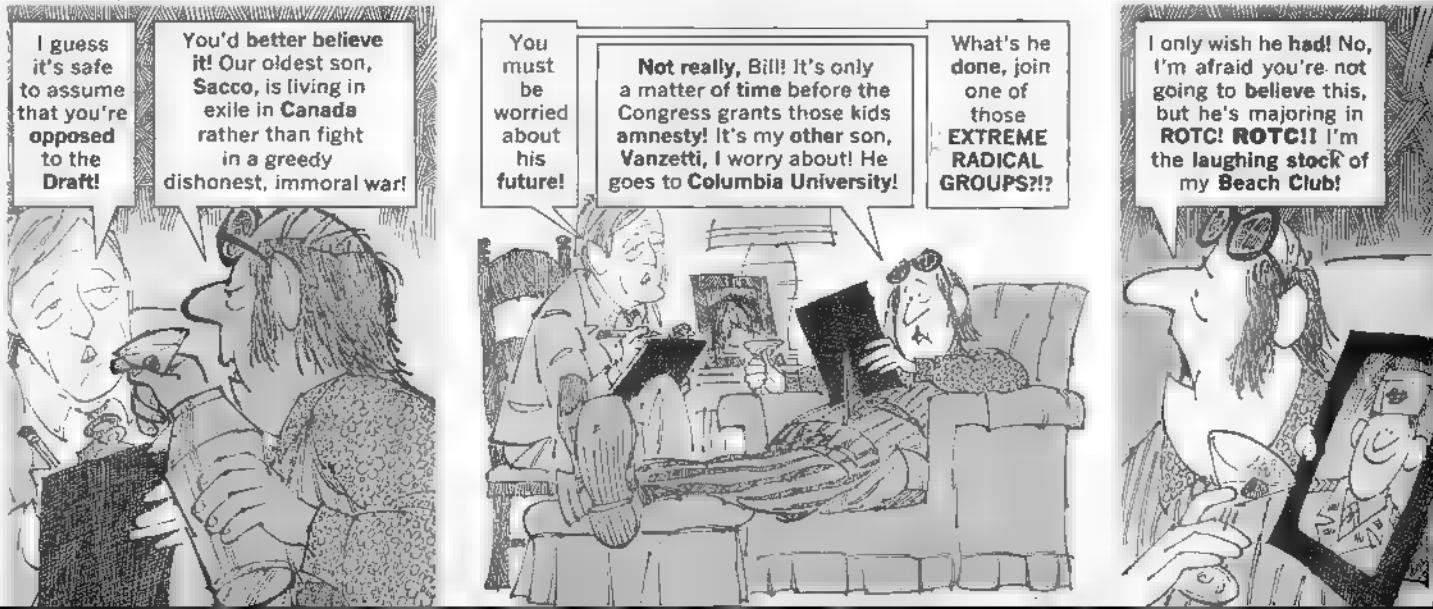
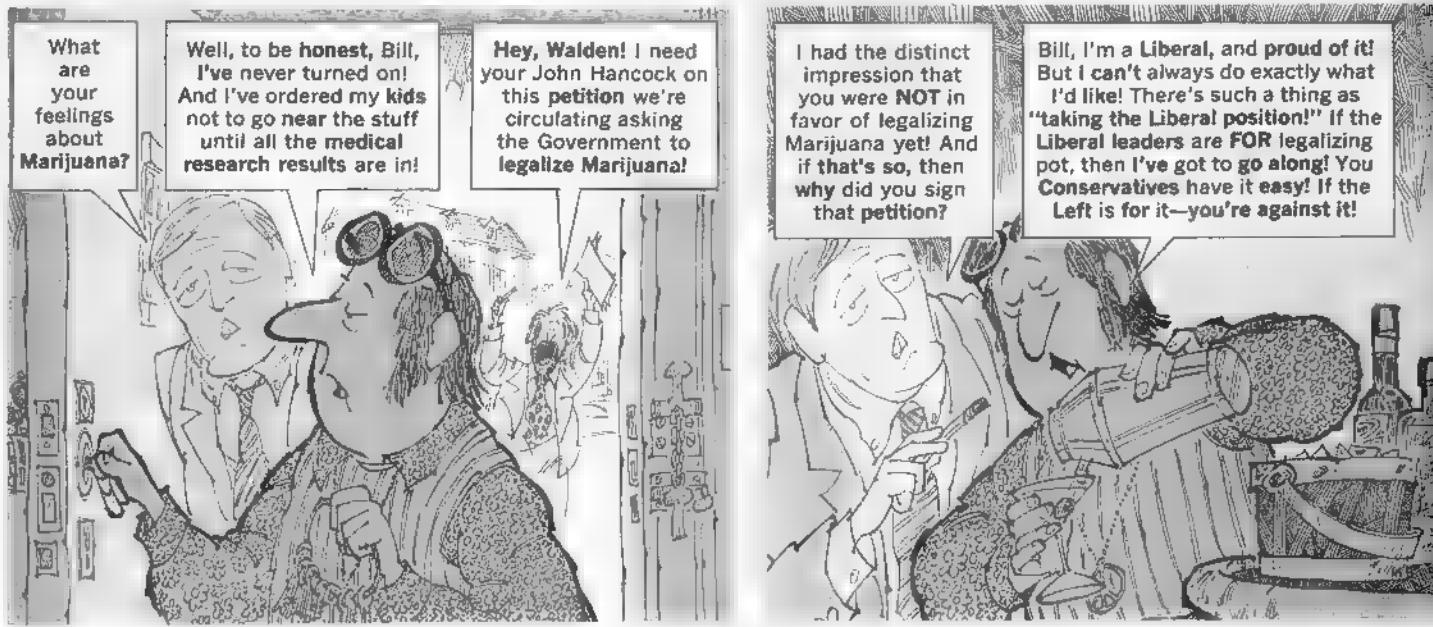
Go ahead! But don't you find it strange that my brother, the Conservative Senator from this State, is ALSO opposed to this very same housing project?

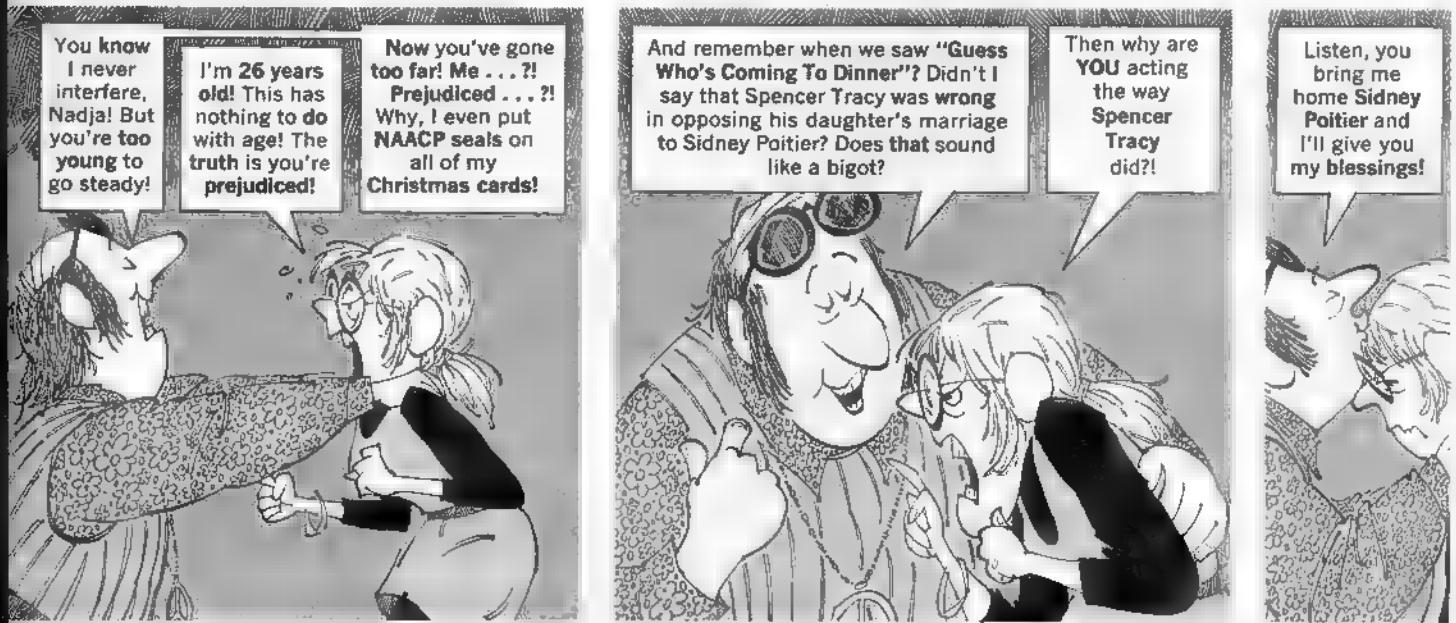
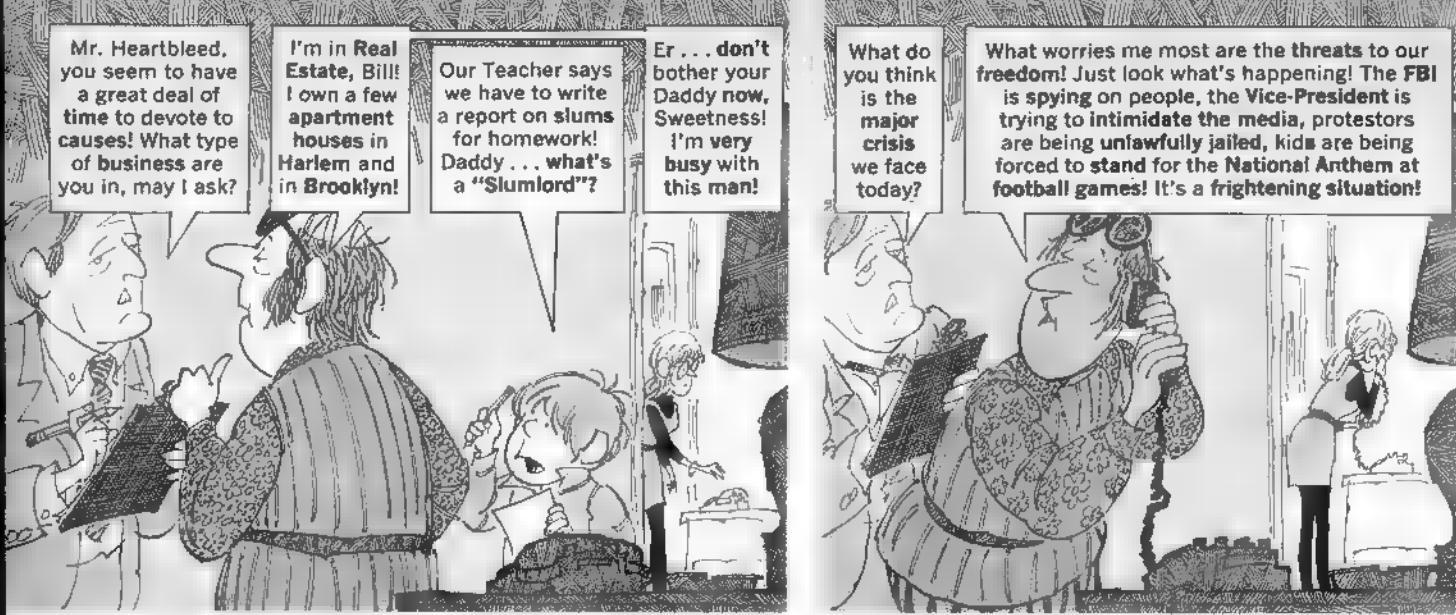
Yes! It's amazing how LIBERAL he's getting!

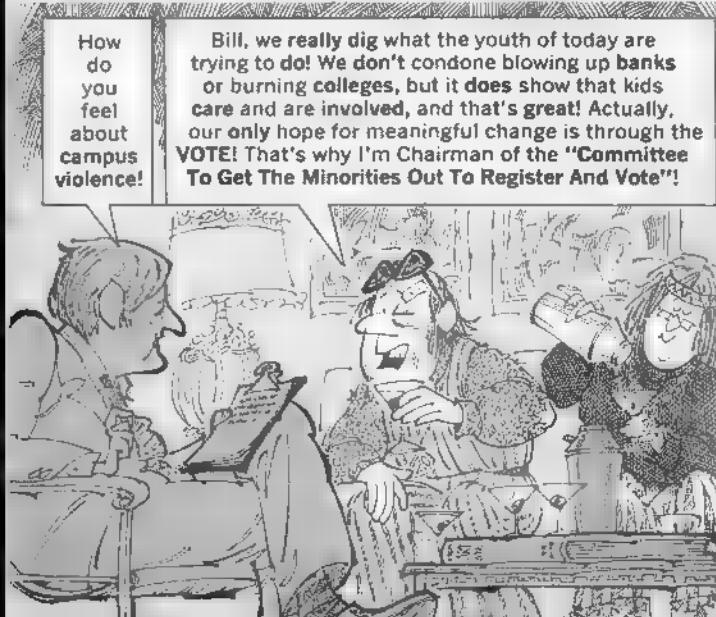
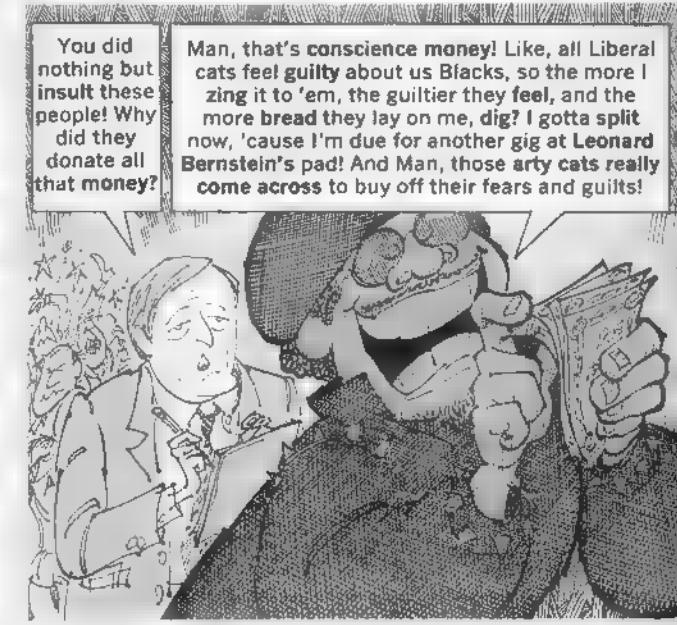
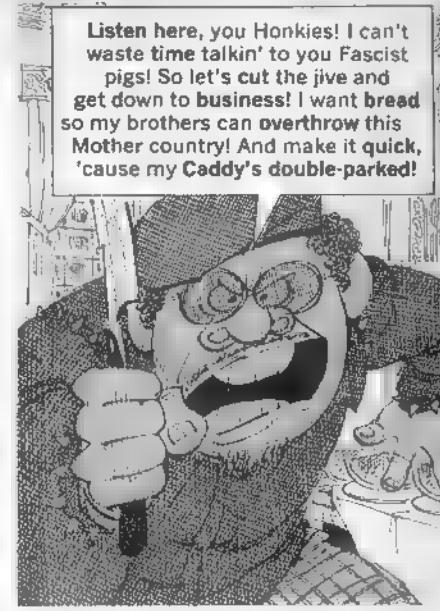
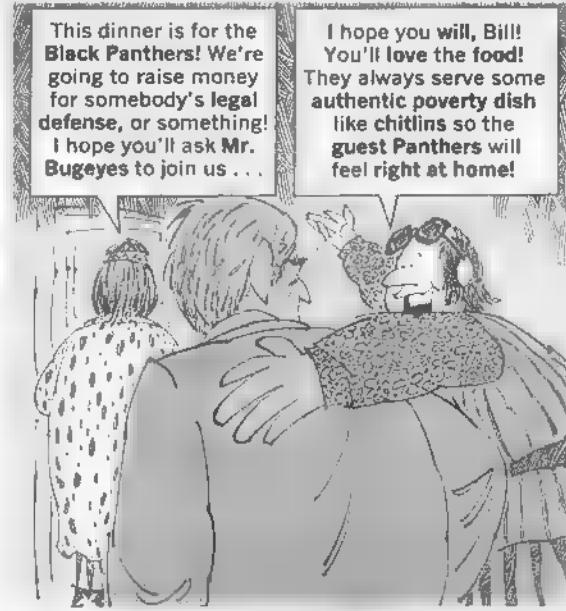
But I was under the impression that you Liberals favored low-cost housing!

We do, Bill! I think I speak for all the people here when I say we firmly believe the Government should build decent low-cost housing! It's one of the greatest needs this country has! Especially in the South! Why, have you ever been to Mississippi? You wouldn't believe the terrible living conditions down there!

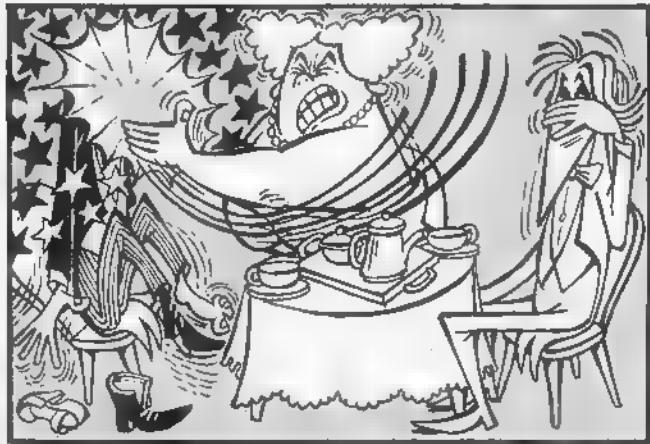








JOKE AND DAGGER DEPT.



FREAK ENTERPRISE DEPT.

If you've ever visited Greenwich Village or Haight-Ashbury or any other large city's colony of "Establishment Drop-Outs," you've undoubtedly browsed through a Head Shop... one of those musty little stores piled high with posters and incense that also features strange-looking jewelry and strange-looking candles and obscene-looking sculpture. Not much is ever sold, but somehow, they all stay in business, and the proprietors all claim that their "art objects" are unique and hand-made. So then how come every Head Shop from coast to coast sells the exact same things? Well, MAD recently solved that mystery when a piece of mail was delivered here instead of to the Head Shop next door. And so, to clue you in on where all those identical "unique" items really come from, we herewith reprint the damaging little booklet which we received by mistake, namely

WINTER
1972 - '73

American Trash and Trivia Company's
HEAD SHOP SUPPLIES

A WHOLESALE CATALOGUE OF INCREDIBLY PROFITABLE NEW HEAD SHOP STOCK ITEMS

FOR RETAILERS ONLY

Absolutely No Sales To General Public

AMERICAN TRASH & TRIVIA CO.
GREENWICH VILLAGE, N.Y. SUNSET STRIP, CALIF.

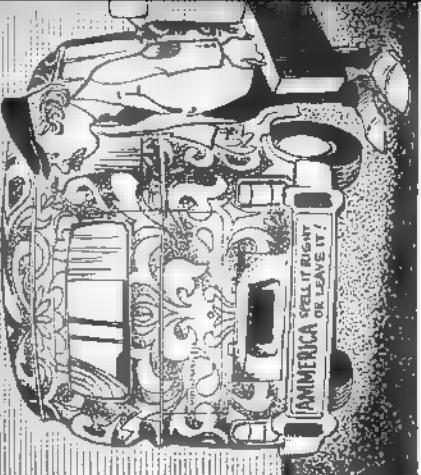
HEAD SHOP OWNERS SUPPLIES

COMPLETE SELECTION OF

HEAD SHOP TRINKETS

HEALTH FOOD ITEMS

SHOP OWNERS SUPPLIES



HIDDEN MEANING BUMPER STICKERS—We offer a leading bumper sticker manufacturer's entire stock of slow moving items at fantastic savings. Some contain typographical errors while others are merely outdated or present slogans that never caught on. Tell your customers they are all "codad sub-culture messages" and watch them sell like hot cakes.

Z536—"Dermatology is Every Body's Business".....90¢ gross

Z537—"Promote Chicano Shrdlu".....75¢ gross

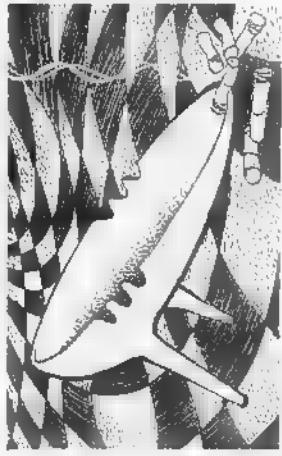
Z538—"Impeach Warren Harding".....60¢ gross

Z539—"Another Mother for Tail Gating".....95¢ gross

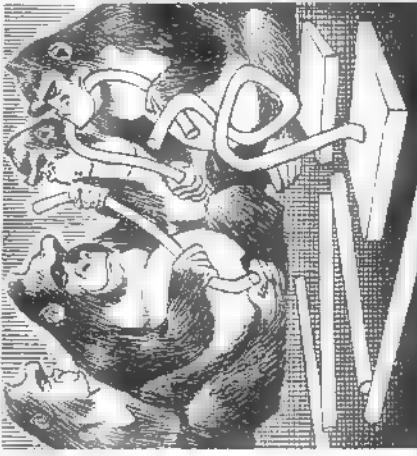


AUTHENTIC GRANNY GLASSES—Supplied to us by muggers who took them away from authentic Grannies in various city parks. Some have shattered lenses resulting from futile struggles put up by Grannies before agreeing to meet our need for this popular item. Price drastically reduced while limited supply of 30,000 pairs lasts.

CX34—"As Is" GRANNY GLASSES.....\$9.00 dozen pairs



WM87—"FIRE HAZARD ASH TRAYS".....\$2.00 dozen



PROFIT FROM THE APES! Most people will buy anything in a head shop that looks arty. That's why we rented four gorillas to bend old auto tailpipes into designs of their own choosing. Handsonly mounted and given such meaningful titles as "Nuclear Sunset," these should sell easily at \$75 each.

DG66—"ABSTRACT SCULPTURES IN STEEL".....\$2.50 each

ALL-NEW "HANDICRAFT" JUNK FOR 1973

Another big tourist season will soon be upon you. Remember how the vacationing yokels from Kansas and Iowa piled off their sight-seeing buses last summer and swarmed into your shop to stare at the "commies and dope fiends?" Most of them bought your crummiest crud as mementoes of their visit to "that sinful place."

Even in the off-season, bourgeois idiots from the suburbs who drop in to "go slumming" can be counted on to grab up anything that looks arty or hand-made. Don't get caught with your shelves empty this year when the pigeons show up begging to be plucked. Look over these items in our new winter line and place your order soon.

PRE-COLUMBIAN ARTIFACTS—Crudeness, ugliness and total lack of utility make these hideous looking mistakes irresistible to collectors of dust catching conversation pieces. Guaranteed authentic Pre-Columbian, as all were made by the Ohio Artifacts Co. before it moved from Dayton to Columbus in 1969.

XW39—"OVERPRICED PRICELESS CARVINGS".....\$4.50 dozen



BALL AND CHAIN EARRINGS—Originally crafted by a young radical to protest the jailing of the Chicago Seven, these solid lead baubles weigh four pounds each. What happened to the Chicago Seven may now be almost forgotten, but what happens to your ear lobes when you wear these will be remembered for a lifetime.

HJ67—"PAINFUL PROTEST EARRINGS".....\$3.25 dozen

THE THOUGHTS OF CHAIRMAN MAO—Branch out from pure handicrafts with this New Generation best seller. Priced cheap because these books actually contain the thoughts of former Chairman Mao. Publisher of the Senate Interior Sub-committee. Should sell quickly to stupid customers who will never notice if it's the wrong Chairman Mao.

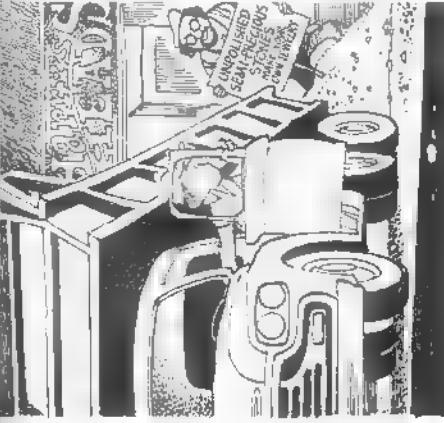
DZ48—"MAO'S LITTLE FADED RED BOOK".....\$1.15 dozen

DG66—"ABSTRACT SCULPTURES IN STEEL".....\$2.50 each



MASOCHISTIC GIRLS will really dig these colorful factory reject beaded Navajo headbands. All were accidentally made several inches too short to fit around any normal human head, and are guaranteed to produce painful migraines. Can also be sold as hand-crafted Navajo dog collars.

FG77—SIMULATED INDIAN HEADBANDS \$4.00 dozen
(Specify size: Small, medium or small/last)

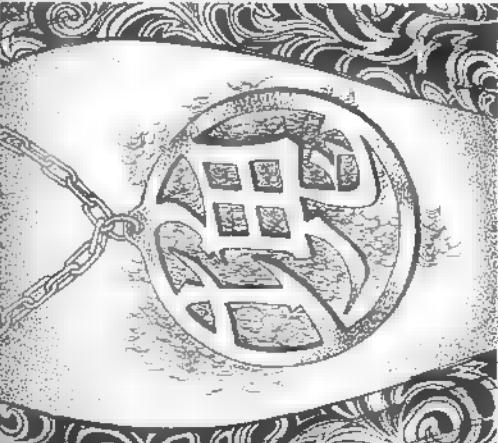


MAKE-YOUR-OWN JEWELRY KIT—Each set contains enough unpolished gemstones and plated metal bracelets to make a dozen pairs of funky earrings. Our suppliers refer to this basic lapidary handicraft equipment as gravel and paper clips. We suggest you call it something else for maximum profit mark-up.
JJ76—GEMSTONE AND EARRING BRACKET JEWELRY KITS \$3.00 dozen
JJ77—EXTRA GEMSTONES \$12.50 per ton
JJ78—EXTRA EARRINGS BRACKETS (1# Size) 50¢ per thousand



SOMEWHAT LEATHERLIKE SANDALS—You'll be pleased as we were to see how much a mercury-poisoned fish looks like a piece of genuine leather after it's dried in the sun. Our firm bought up the entire stock of a large polluted lake, and now offers the first leather sandals on the market that stare back at you.

WW54—FISHY SANDALS
(Average camp fits most adult feet) 60¢ pair



SYMBOLIC PENDANT—We imported 100,000 of these hand-made beauties from a Hong Kong factory where the owner speaks only Chinese and can't tell us what they symbolize. We're saying they represent the Eternal Revolution of ■ freaked out Tibetan Guru. You can say whatever your customers will pay \$3.95 to buy.

MX77—MYSTERIOUS FAR EASTERN THING \$16.00 gross



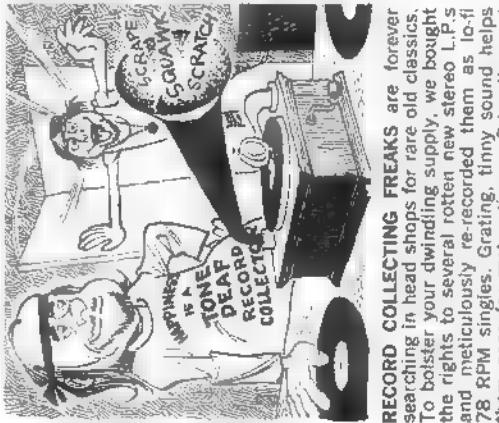
UNIQUE 576 POUND CANDLE—Accidentally created when the entire stock of a large Phoenix candle shop fused together during last summer's heat wave. Unintentional psychedelic coloring, if wick can be located, this should provide a nice eternal flame for some off-beat philosophical cult.

FF37—PSYCHEDELIC WAX LUMP \$75.00 (F.O.B. Phoenix)



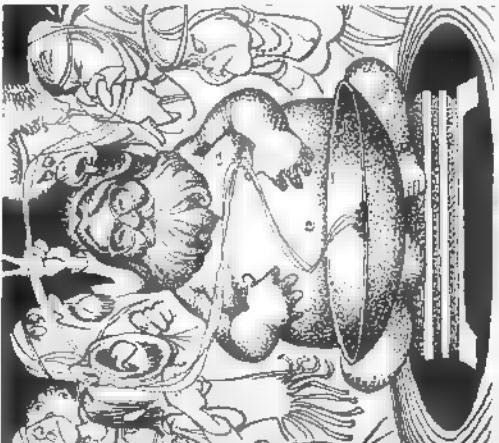
AUTHENTIC HIMALAYAN FLAGEOLET—Basically the same bamboo whistle we offered last season as our Basque Shepherd's flute. But this batch came from the factory with the holes wrongly placed so that everything played sounds much more Himalayan. We're pricing them to sell, and hoping your customers never figure out what the problem is.

SF25—AUTHENTIC HIMALAYAN FLAGEOLET \$3.25 dozen



RECORD COLLECTING FREAKS are forever searching in head shops for rare old classics. To bolster your dwindling supply, we bought the rights to several rotten new stereo L.P.s and meticulously re-recorded them as 10-fil 78 RPM singles. Grating, tinny sound helps them pass for ■ antiques. Price these at \$10 and make a quick \$9.50 profit.

WQ76—“INFANT GURGLES OF THE YOUNGEST OSMOND BROTHER” \$6.00 dozen
WQ87—“GOLDEN TONES OF MOMS MABLEY” \$6.00 dozen
WQ88—“WAYNE NEWTON HUMS (THE GRAND CANYON SUITE)” \$6.00 dozen



CABBAGE SMELL INCENSE—Palm this junk off ■ customers as a “nostalgia item.” Quickly simulates the smell of cooking cabbage that filled many American homes in the 1930's before the invention of room freshener spray. Good for getting rid of other incense smells and unwanted house guests.

SW39—“STINKING THIRTIES INCENSE” 95¢ dozen boxes

HEAD SHOP HEALTH FOOD SPECIALS

More and more profit oriented shop owners are discovering that health food nuts provide a big source of repeat business. Sales records indicate that these lunatics will buy anything at any price, once they are convinced that the pathway to a long, healthful life lies in eating strange rubbish.

STONE GROUND RAGWEED FLOUR BREAD—The nutritional value of this new item remains undetermined. But the ingredients definitely have proved cheaper than wheat, with most growers happy to give their crops away. Best of all, unsold stock can be kept on shelves for weeks, as fresh and stale ragweed bread tastes about the same.
CH29—RAGWEED BREAD (JUMBO SANDWICH LOAF) \$1.10 dozen



"MODERN PROCESSING STRAINS NATURE'S SAND OUT OF SPINACH!" Shock your health fanatic customers with that scary statement, and watch them scramble to put "organic grit" back into their diets by stocking up on spinach sand. Requires no refrigeration. Guaranteed not to spoil.
**FD39—PACKAGED SPINACH SAND (6 ounce boxes) 60¢ gross
 FD40—BULK SPINACH SAND (5 ton truckload) \$40.00**



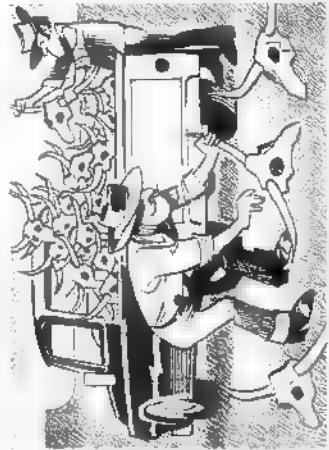
TRADITIONAL BEDOUIN SESAME WAFERS—Frankly, these are packaged sets of used poker chips we bought cheap. But who can recognize an authentic Bedouin wafer, except maybe a Bedouin? Each of these has sesame seeds glued top for appetizing appearance. Guaranteed probably non-poisonous, except for the red and blue ones.

WT59—CRUNCHY, SOMEWHAT NUTRITIOUS WAFERS \$1.75 dozen boxes



NEWLY DISCOVERED VITAMIN B-24! This is what was unexpectedly left over after our chemists extracted all known B-complex vitamins from a carload of Peanut plants. We named the residue Vitamin B-24, chiefly because it's priced twice as high as our Vitamin B-12. Order plenty of this as it's a whole new thing for health nuts to fear they're deficient in.

DD10—VITAMIN B-24 IN DRY, BUSHY FORM 50¢ per quart jar



POWDERED CALCIUM ENRICHED WITH VITAMIN "D"—Most health freaks guip lots of calcium to build strong teeth, etc. So imagine the fancy price they'll pay for this enriched brand made from dead animal skulls that have been soaking up the healthful desert sun for a century. For vegetarian customers, mention the sun and skip the dead animals.
GJ39—“20-COW TEAM” BRAND POWDERED CALCIUM \$1.75 dozen boxes

HELP YOUR CUSTOMERS GAIN NEW-FOUND ENERGY with fast acting 100% pure Pick-Me-Up tablets. Just one ■ two gulped quickly will provide instant feelings of vitality. Yet these tablets contain no drugs or artificial ingredients—just wholesome black pepper, ground garlic, chili powder and dried tabasco.
QP39—PICK-ME-UP ENERGY TABLETS (Bottle of 100) \$2.25 dozen



SEA SALT—luckily for you, our firm has staked salvage rights ■ a ship loaded with Morton's Salt that sank off the West Indies in 1927. Cargo was just cheap table salt then, but we're calling it enriched sea salt now. Somewhat lumpy after years of constant moisture, but should still retail at \$2 ■ pound as a vital health food item.
SD39—SUNKEN SEA SALT \$5.75 per lb. blob

HEAD SHOP OWNERS' SUPPLIES

Are you sure your image as a head shop owner is everything the public expects of a purveyor of the strange crud you peddle? Tell-tale "Establishment" traits in speech, personal appearance and surroundings can undermine customer confidence and cut into sales and profits.

Look in the mirror and ask yourself the revealing question, "Would I buy a psychedelic nude poster photo of Bob Dylan from this man?" If the answer is no, better check through our offering of personal and shop improvement supplies described below and fill your urgent needs now!



WIN ACCEPTANCE FROM RADICAL EXTREMIST CUSTOMERS with a sanitized Far-Out Slogan sweat shirt. All slogans seem violently anti-Establishment, but are guaranteed to be vague enough that no one will press you for an explanation of your theories.

- SZ21—"ABSTAIN FROM JOHN WAYNE" SWEAT SHIRT \$1.29 each
- SZ22—"AMNESTY FOR THE CINCINNATI REDS" SWEAT SHIRT \$1.32 each
- SZ23—"BOYCOTT YELLOWSTONE PARK" SWEAT SHIRT Two for \$2.61



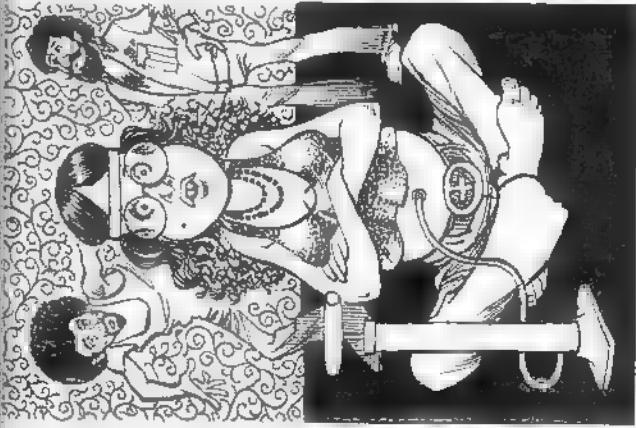
ENGLISH-HIP DICTIONARY — Stop alienating your weirdo clientele by speaking English or some other dead language they can't understand. New dictionary enables you to startnumbling conversations within minutes. Also explains rules of grammar, such as why every correct sentence must begin with, "Like, you know—."

- XG82—ENGLISH-HIP DICTIONARY (paperback Edition) 85¢ each
- XG83—ENGLISH-HIP DICTIONARY (Tooled Leather Edition) \$27.50 each



"**"WRONG GUARD" ODORANT**" — Helps you smell like a dedicated member of your profession and achieve that earthy image you strive for. One quick spray of new Wrong Guard Damp Odorant covers up evidence of frequent bathing with an aroma of rancid gym socks that makes you feel safe all day.

- L120—"WRONG GUARD" ODORANT (Family Size) \$4.50 per six-pack



INFLATABLE RAUNCHY FREAKED-OUT GIRL FRIEND — Don't let prosperity cause you to be seen dazing normal, respectable girls. Placing this inflatable rubber "crazy lady" in your shop reassures clientele that you're still hanging around with the wrong type. Easily explain her motionless silence by saying, "It must have been something she smoked."

- K19292—"DISGUSTING CHICK" (Complete with Tire Pump) \$14.95

American Trash & Trivia Co.

Anti-Establishment Enterprises Building—Greenwich Village, N.Y.

Dear Old Buddies:—

Wowie! Your latest offering of rubbish gives me the biggest opportunity yet to make outrageous profits. Rush the items I've listed immediately. (I enclose cash, realizing that anyone who would trust my type ought to have his head examined!)

CATALOGUE NUMBER	QUANTITY	NAME OF ITEM	PRICE	TOTAL
FD39—"JAILED FOR POLITICAL BELIEFS"—Back Eventually" 15¢				
FD40—"MARCHING FOR GRAPE PICKERS"—Return Aug. 1" 15¢				
FD41—"CLOSED FOR TIMOTHY LEARY'S BIRTHDAY" 15¢				
		Open next fall!"		

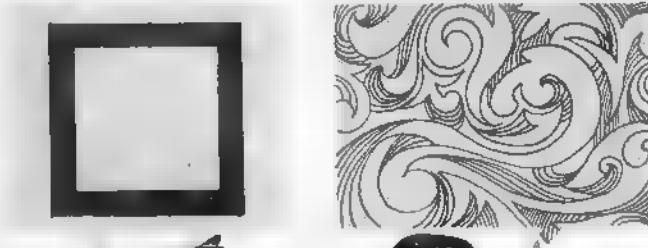
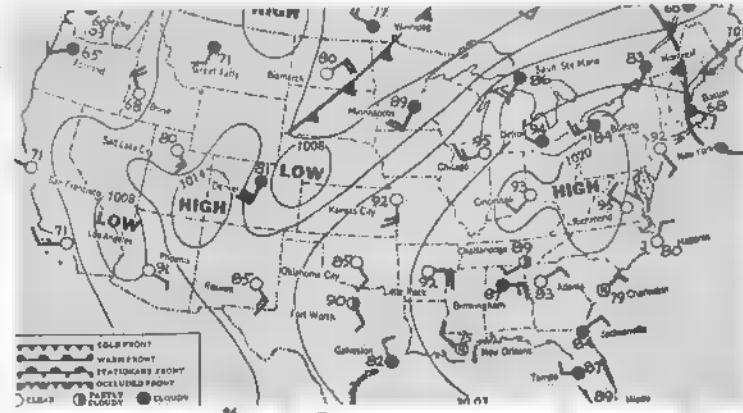
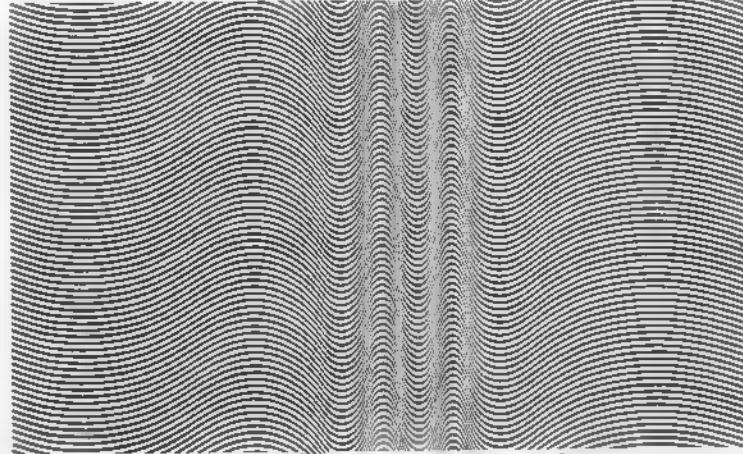
So my customers won't wise up, have my order delivered (CHECK ONE):

- In alley out back
- In the middle of the night
- In plain, unmarked brown truck



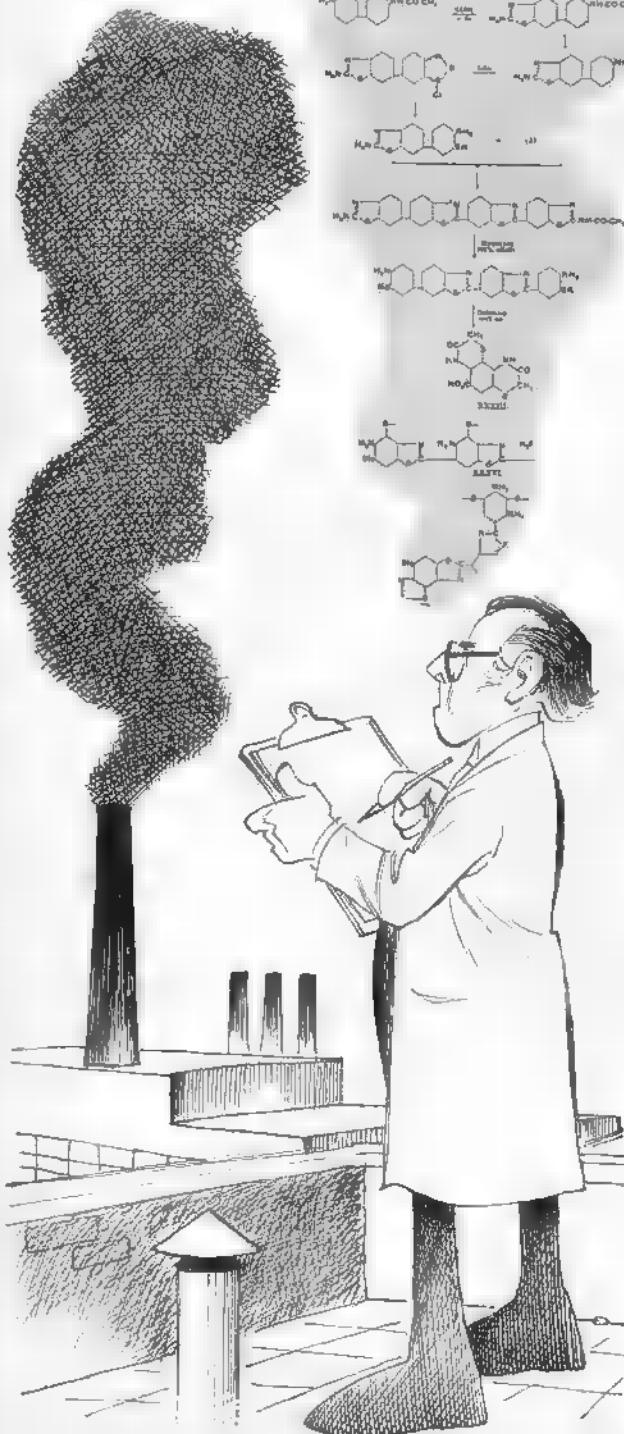
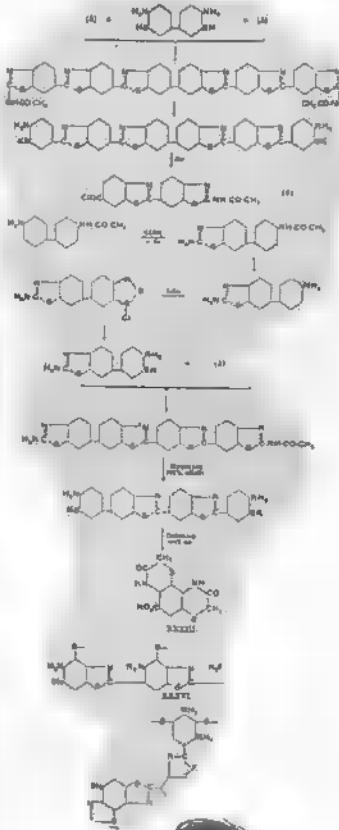
PATTERNS

7½	102	AlaP prn.28	250	10½	10½/2	10½/4	10½/4	—	■
4½	19½	Alaska Inters	406	45½	48½	46½	47½	+ ½	
8½	20½	AlbetaC .32	33	27½	27½	26½	26½	— ½	
5	11½	Albertsons .36	30	13½	13½	13½	13½	+ ½	
2½	17½	AlcenAlu .80	21	20½	20½	20½	20½		
6½	11½	AlcoStand .34	49	11½	11½	11½	11½	— ½	
8	49½	Alcon Lab .26	44	66½	67	55½	66½	— ½	
2½	12½	Alexndrs .30e	99	13½	13½	12½	13	— ½	
4½	11½	AllALife .24e	36	12½	13	12½	13	+ ½	
4½	10½	Allieg Cp .20e	7	10½	10½	10½	10½	+ ½	
8½	18½	AlliegLudim 1	30	28	28	27½	27½	— ½	
0½	38	AlliegLud pf 3	10	40½	40½	40½	40½		
3½	20½	AlliegPw 1.40	134	20½	20½	20½	20½	— ½	
0½	16½	AllienGp 1.04i	50	23½	23½	23½	23½	— ½	
6½	27½	Allied Ch 1.20	49	30	30	29½	29½	— ½	
5½	39½	Alld Main .45	46	39½	39½	38½	39½		
2½	18½	AllidMills .75	6	19½	19½	19½	19½	— ½	
5½	■	Allied ■ .68	6	18½	18½	18½	18½	— ½	
6½	44	AlliedPd pf 3	4	46	46	46	46		
7	30½	AlliedStr 1.40	18	34½	34½	34½	34½	+ ½	
8½	■	AlliedStr pf 4	2130	57	58	57	58		
8½	4½	Allied Super .31	31	4½	4½	4½	4½	+ ½	
5½	11½	AllisChai .20e	42	11½	11½	11½	11½		
2½	19½	AllrigtAut .48	38	19½	19½	19	19	— ½	
9½	7½	Alphapr Ind .3	15½	16½	16½	16½	16½	— ½	
6½	38½	Alcos 1.80	67	50	50½	49½	49½	— ½	
9½	24½	ArmaSug 1.60	5	25	25	24½	24½	— ½	
8½	12½	AMBAC 50	45	15½	16½	16	16	— ½	
0½	21½	Amer ■ .20	14	27½	27½	27½	27½	+ ½	
1½	41	Amt E& pf.60	46½	46½	46½	46½	46½	— ½	

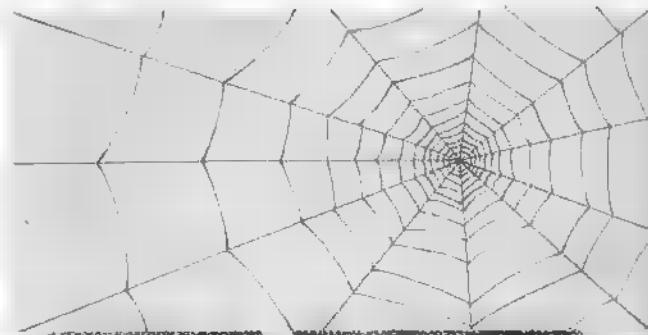
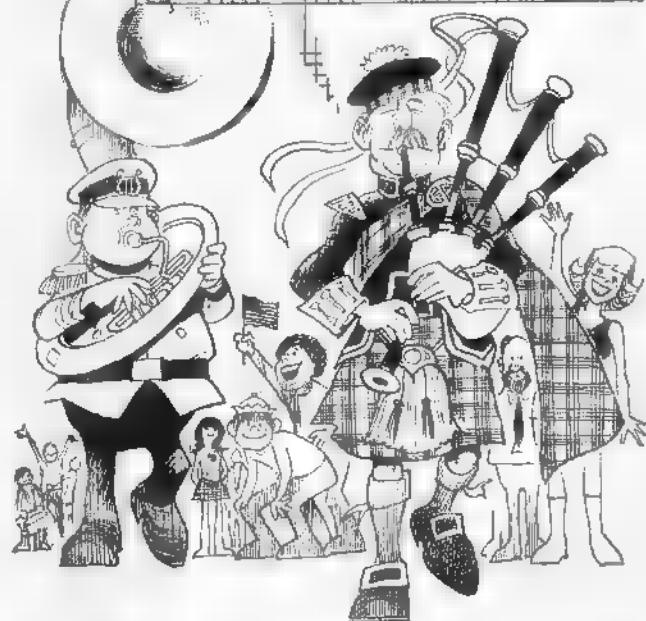
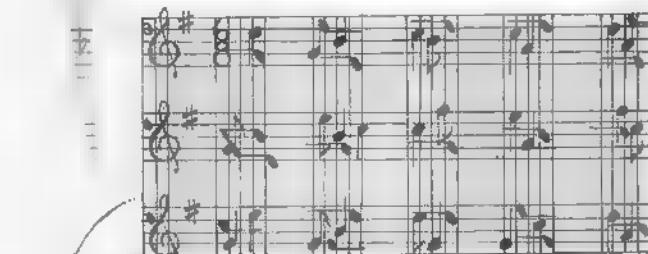
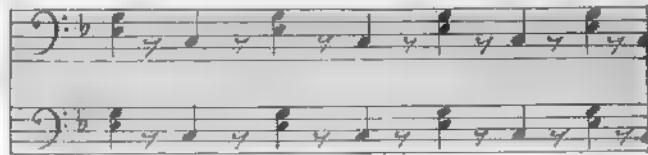
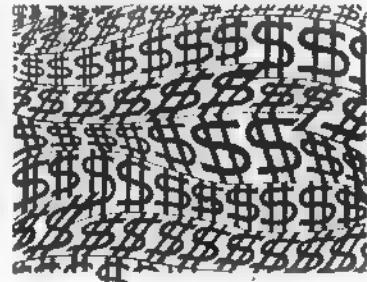
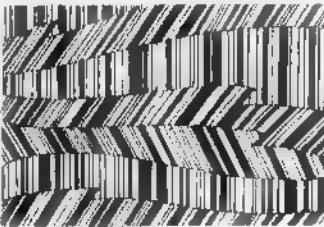
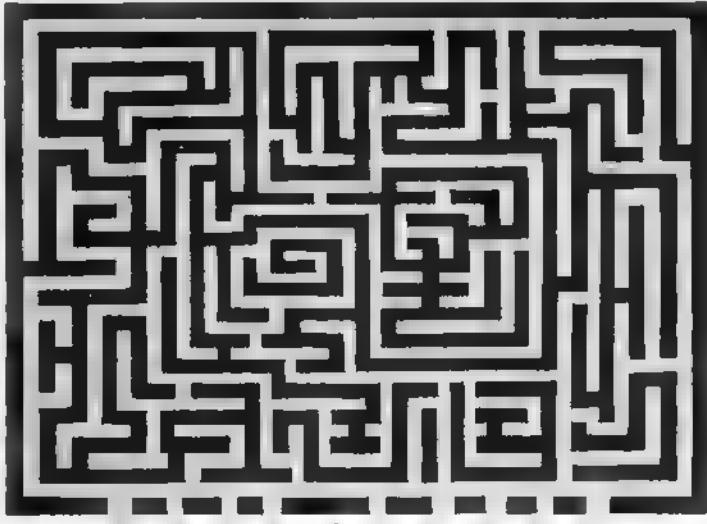


OF SPEECH

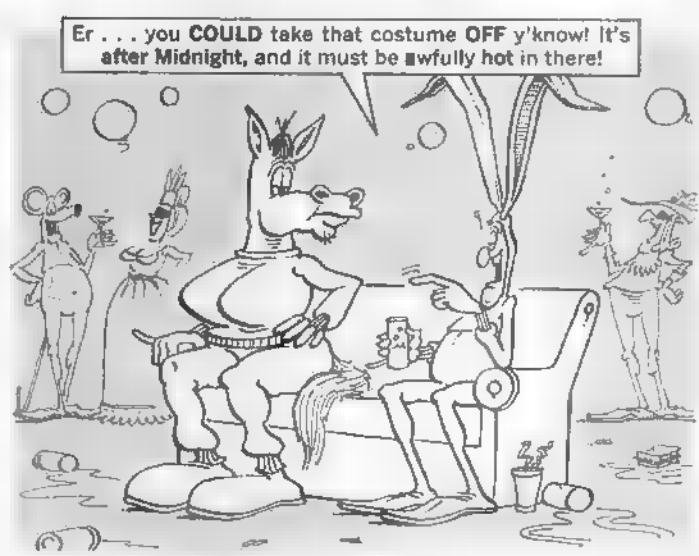
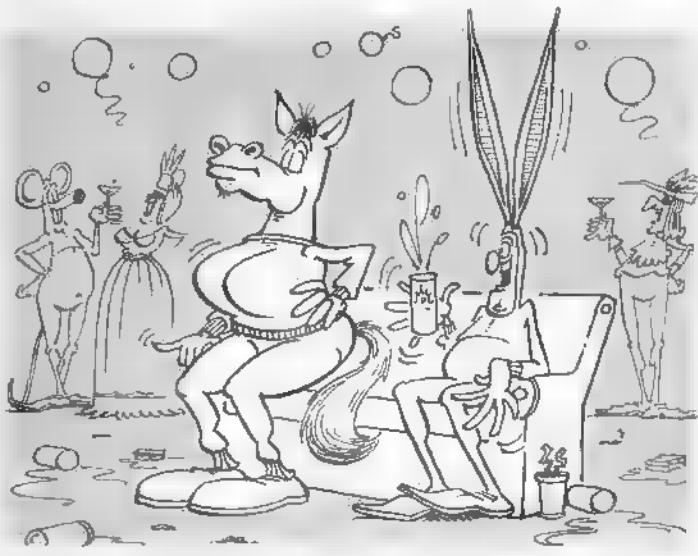
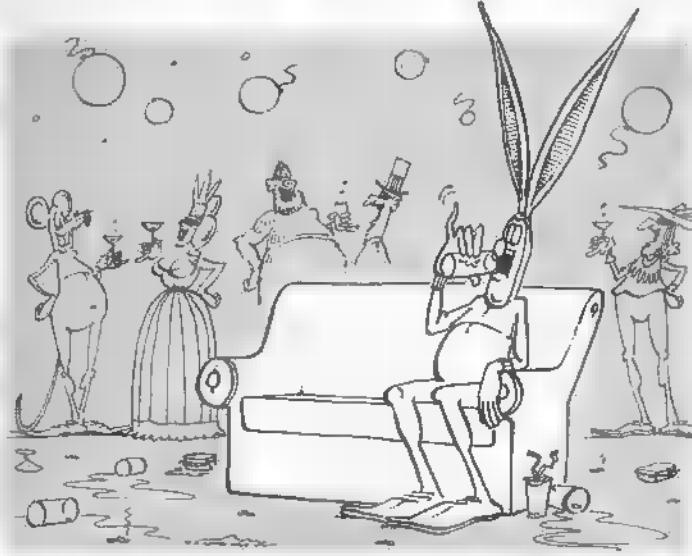
ARTIST: BOB CLARKE
IDEA BY MAX BRANDEL



A black and white cartoon by Clark. In the foreground, a man wearing a top hat and a suit is pointing his finger at another man who is sitting on the floor, looking up at him. The man on the floor is holding a large roll of toilet paper. They are positioned in front of several job advertisements. On the left, there's a sign that says 'NO BILLS' and 'RE BUY MIDE'S PROGESS'. Above them, there's an ad for 'AREA MANAGER' with a phone number '431-1234'. To the right, there's an ad for 'BOOKKEEPER BEGINNERS' with a phone number '431-1235'. Further right, there's an ad for 'SAFETY ENGINEER' with a salary of '\$12,000-\$15,000'. At the top, there's an ad for 'PROGRAMMER ANALYSTS' with a phone number '360/OS COBOT Req'd.' and a note about '2 years experience'. Other ads include 'GALLERY', 'INDUSTRIAL HYGIENIST', 'NURSING SUPERVISOR', and 'PERSONNEL RECEPTIONIST'. The artist's signature 'Clark' is in the bottom right corner.



ONE EVENING AT A MASQUERADE PARTY



THE OTHER SIDE OF THE CORN DEPT.

Once upon a time, everything said on Television was quickly forgotten. Then, politicians started demanding "equal time" to answer their opponents' TV statements. Before long, anybody with a different opinion about anything controversial that was voiced on the tube was getting "free time" to respond. Now, even consumer advocates are demanding equal time to answer TV commercials. Where will it all end? Well, most of the so-

WHEN ALL OF T



In Demanding Equal Time To Answer...

GENERAL HOSPITAL

Oh, what a lovely view! But why did you have me moved here to the Kings' And Presidents' Suite, Dr. Hardly?

So you'll be close to all this new, modern equipment when we finally discover which machine will cure your incurable illness! Now, relax! I have the entire hospital staff working 24 hours a day on your case!

How can I ever repay you for experimenting day and night until you found that moving all my internal organs around would cure me?

Gratitude is unnecessary! Now take these 2 aspirin and your incision will be fully healed by morning!

Then do I get to go home?

No! Then we get married! I've fallen madly in love with you and your case, Miss Detwiler!



The American Medical Victim's Association Presents GENERALLY INEFFICIENT HOSPITAL

Wait! I'm paying \$97.00 a day for a Private Room!

This is it! Around here, "Private" just means that the Nurses never come when you ring for them!

So cool now! We'll be taking you down soon for complete X-Rays!

But I'm only here for a Nose Job! Why complete X-Rays?

So the Surgeon can get his full \$500.00 split of the X-Ray FEE, Dummy!

Okay, Number 23947! I'll take out your tonsils right after I finish a fast 18 holes!

I don't have any tonsils, Doctor! My case is a Nose Job!

But that's somebody else's chart! I'm Number 23948!!

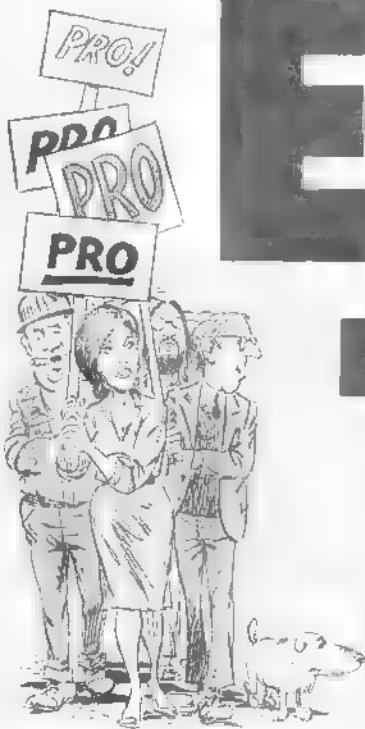
Thanks! Nice to meet you, too! Bye-bye!





called *Entertainment Programs* are still going unchallenged, and there must be lots of people who disagree with the viewpoints they present. So MAD figures that the day can't be far off when the channels will be half filled with new TV shows that offer dramatic rebuttals to the favorite themes of current TV shows. To give you an idea of what we mean, here are some samples of the kinds of things we'll soon be seeing . . .

V MUST GRANT EQUAL TIME

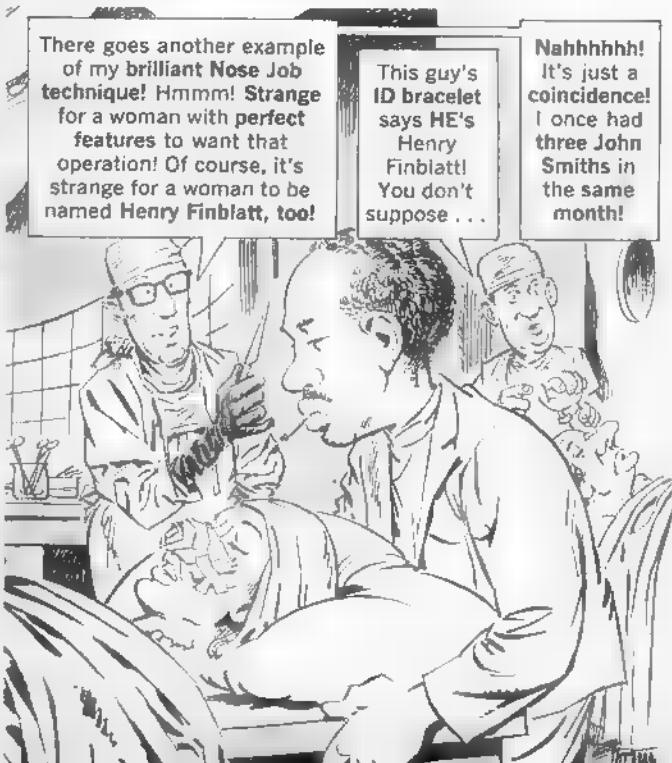


TIME



ARTIST: ANGELO TORRES

WRITER: TOM KOCH



In Demanding Equal Time To Answer...

THE BRADY BUNCH

Raising a big family is such fun, Poopsie! I can't imagine how I ever got along with only half as many children before I married you and took on your litter, too!

Likewise, Cuddles! Why, I remember when I used to have one whole room with no children in it! I could hardly stand the loneliness!

And just think! It's been two whole years today since our wedding! Here, Lambie Pie! Happy Anniversary ...

Oh, ecstatic delight! Baby clothes! That means you're expecting another!!

The Doctor says it's quadruplets! I hope that's not over-doing it!

Nonsense! Soon there'll be four more little mouths to say cute things! I can hardly wait!



The Committee For Zero Population Growth Presents MY THREE INSUFFERABLE MOPPETS

SLAM!

MOMMY!
MOMMY!
GUESS
WHAT!

Okay! I'll guess that if you slam that door once more, I'll split your skull!

But, Mommy! We all got picked for the School Pageant! And you and Daddy will come and—

No chance! Just picking up after you brats is torture enough! Who needs an idiotic Kiddie Pageant, too?!

Daddy's much more lily-livered than Mommy! Maybe he'll shell out for our Pageant costumes! Florence fawns and simpers enough!

Daddy! You'll never ever guess what happened today!

Oh, yes I will! You left your bicycles lying in the driveway, and I just ruined four new tires running over them!

Who-oo-boy! It's really gonna take some super-cuteness to pull this one off!



But nice things are always mixed with the bad, Daddy! Torrance and Lawrence and I were picked for the School Pageant today, and you and Mommy get to come, and ...

That's enough bad! Now tell me the NICE!

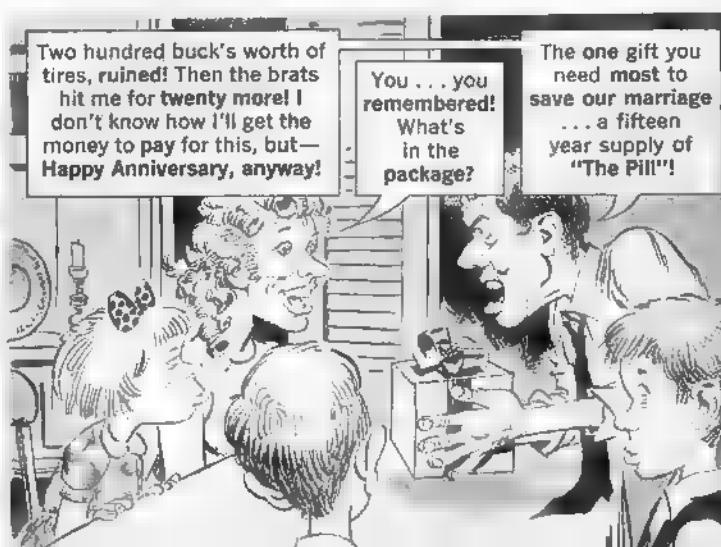
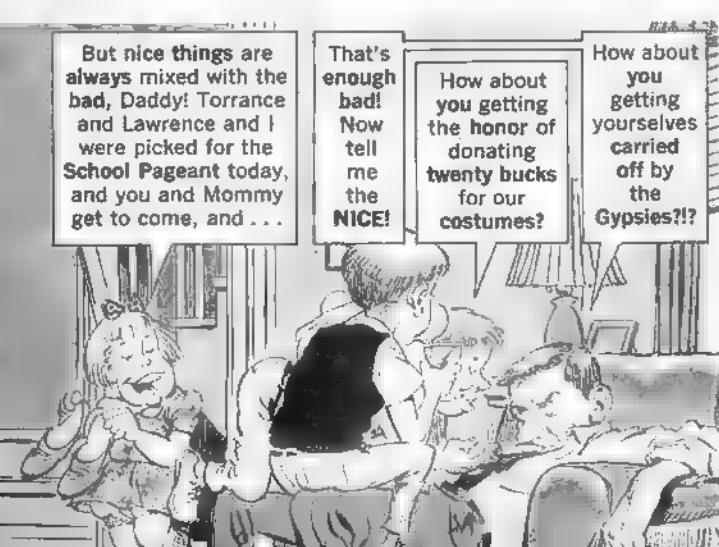
How about you getting the honor of donating twenty bucks for our costumes?

How about you getting yourselves carried off by the Gypsies???

Two hundred buck's worth of tires, ruined! Then the brats hit me for twenty more! I don't know how I'll get the money to pay for this, but—Happy Anniversary, anyway!

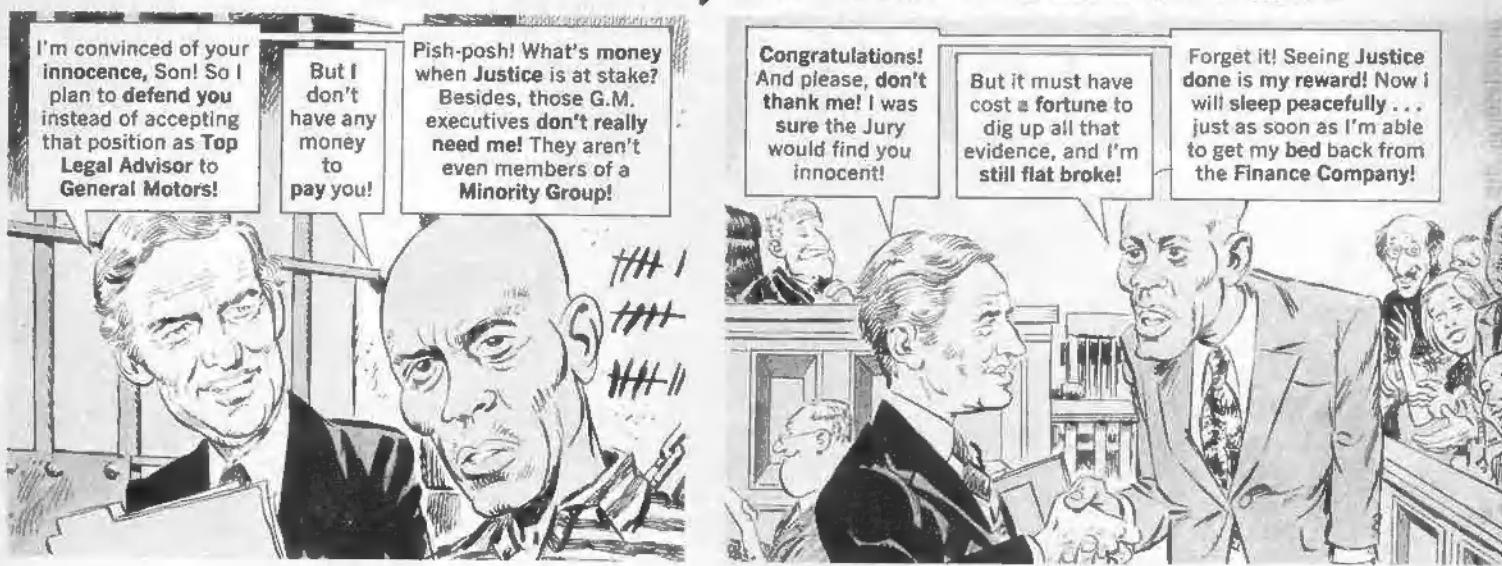
You . . . you remembered! What's in the package?

The one gift you need most to save our marriage . . . a fifteen year supply of "The Pill"!

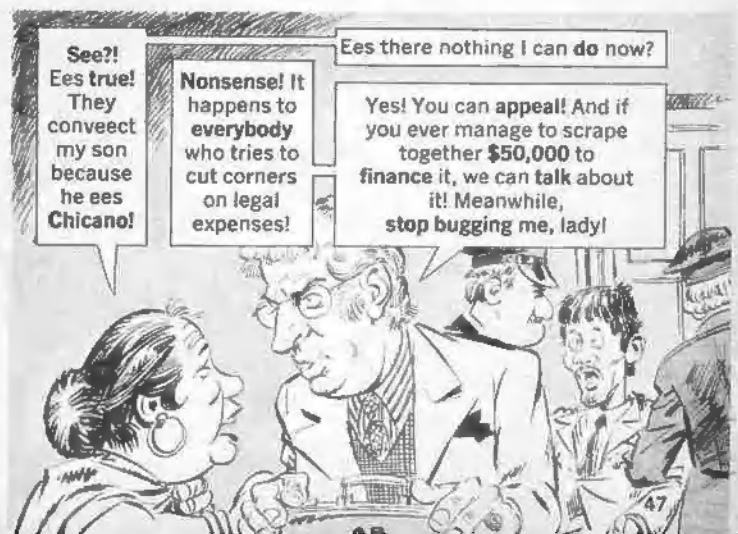
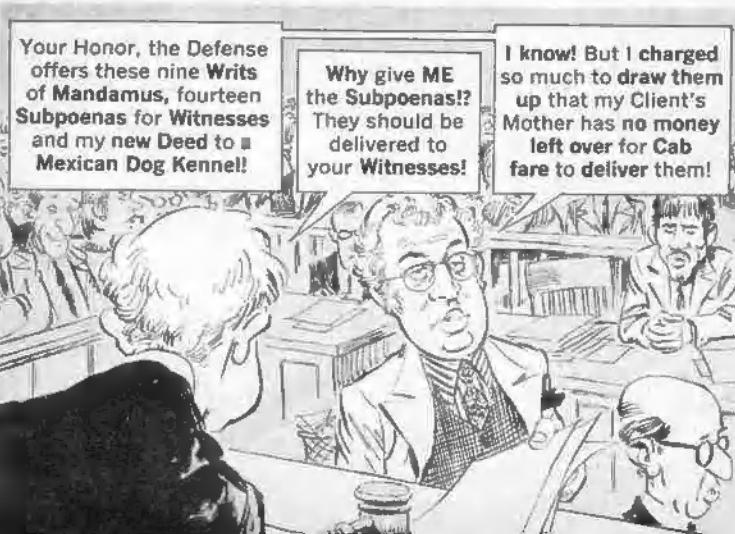
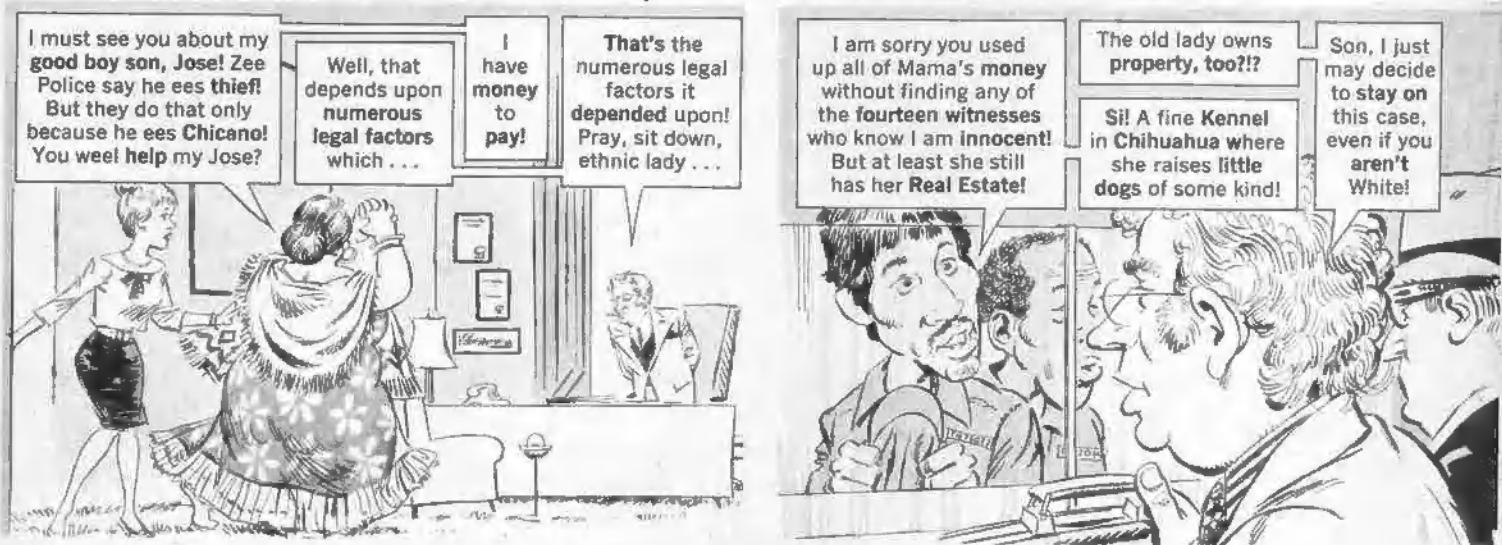


In Demanding Equal Time To Answer...

OWEN MARSHALL, COUNSELOR AT LAW



The Alliance Of Wrongly Convicted Prisoners Presents
OWEN BIGFEE, COUNSELOR AT LAW



In Demanding Equal Time To Answer...

ADAM 12

Gee, you get here just 30 seconds after I reported being robbed of two dollars by some little guy in a blue car!

It's our job to be cruising within a block of every crime that's ever committed in this city, Sir!

Have back-up units seal off the entire Hollywood area! Also request motor vehicle check on all blue cars registered to short people!

Here's your money, Sir—along with the recovered pants pocket lint we found stuck to one of the stolen bills!

How did you catch the robbers so fast?

Merely by checking out several hundred computerized reports on suspicious blue cars! All strictly routine! Glad we could be of help!

Adam-12, clear for another assignment! And try to make the next one a little tougher, huh?



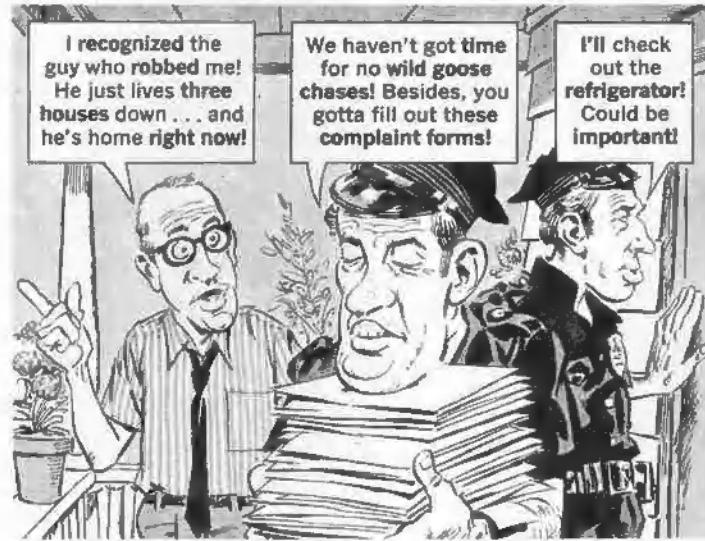
The Beleagured League Of Crime Victims Presents SLOVENLY FUZZ-UNIT 12

What do you guys want? I ain't done nothing!

You phoned in a robbery report!

But I did that last week, and nobody ever came!

Well, we just got down to your name on the list! A lot of calls piled up while we were on vacation!



After you finish the forms, you'll have to come downtown to look over our mug shots!

But I'll have to take a whole day off for that!

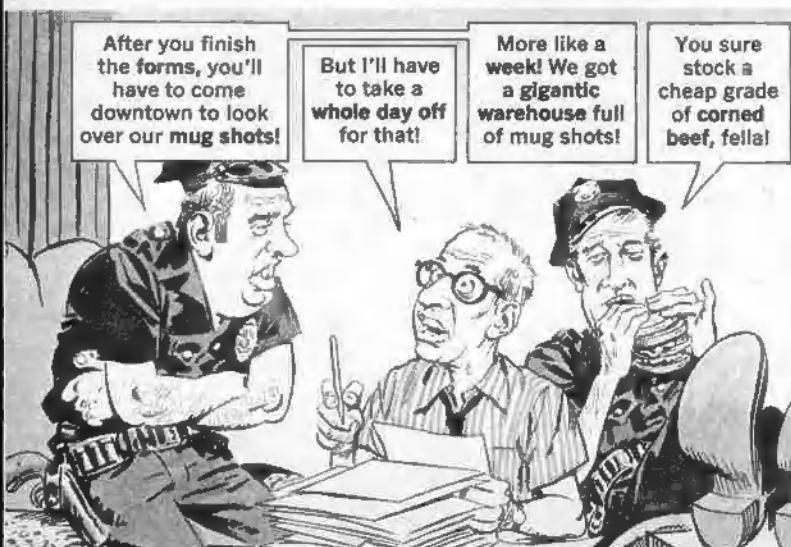
More like a week! We got a gigantic warehouse full of mug shots!

You sure stock a cheap grade of corned beef, fellas!

Strange how a guy could get robbed of two dollars and then decide not to press charges!

People just don't want to get involved anymore! It's all part of the Law and Order breakdown!

Yeah! But at least we can check it off as another case successfully closed by the selfless, dedicated, heroic Men in Blue!



**WHOSE LIFE
WOULD BE
SERIOUSLY
ENDANGERED
IF POT WERE
LEGALIZED?**

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

Some people think that Pot is harmless, and some people think that Pot is harmful. But one thing is sure. Everyone agrees that, for some people, legalized Pot would have a murderous effect. To find out who they are, fold in the page as shown.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO "A" MEETS "B"



**THE MISGUIDED POT SMOKER IS MERELY A NAUGHTY
BOOB TO MANY. BUT OTHERS WOULD PENALIZE
BUSTED POTHEADS SEVERELY FOR THEIR SILLINESS**

ARTIST & WRITER:
AL JAFFEE

A

B



ANOTHER
MAD
MINI-
POSTER

DESIGNED BY: MAX BRANDEL PHOTOGRAPHER: IRVING SCHILD